

News Release

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Hitachi Automotive Systems Americas, Inc. Launches *Hitachi Advantage* mobile application at 2014 AAPEX

CYPRESS, CA - November 3, 2014 - Hitachi Automotive Systems Americas, Inc., Los Angeles will launch the *Hitachi Advantage* mobile application for Android and iOS devices at the Automotive Aftermarket Products Expo (AAPEX), being held at the Sands Expo Center in Las Vegas, Nevada from November 4 - 6 at **Booth 5072**.

The *Hitachi Advantage* mobile application - available in English, Spanish and French - meets the growing demand for tools that inspire customers to purchase Hitachi products and educate them about first to market technologies.

***Hitachi Advantage* hosts:**

- Product features and benefits
- Part function diagrams
- Vehicle lookup: Vehicle make, model and engine code fitment
- Installation videos and manuals
- Links to Hitachi Automotive Systems Facebook and LinkedIn Pages

“Hitachi aims to make pre-purchase research and post-purchase installation easier with each phase of development,” said Fred Pakshir, Vice President and General Manager of Hitachi Automotive Systems, Inc., Los Angeles office commented, “in 2015 we will add more products, order fulfillment functions and a complete vehicle diagnostic guide.”

At this year’s AAPEX Hitachi Automotive Systems Americas, Inc. will also release 44 power steering pump SKUs covering more than 10 million Nissan and Infiniti vehicles.

About Hitachi Automotive Systems, Ltd.

Hitachi Automotive Systems, Ltd is a wholly owned subsidiary of Hitachi, Ltd., headquartered in Tokyo, Japan. The company is engaged in the development, manufacture, sales and services of automotive components, transportation related components, industrial machines and systems, and offers a wide range of automotive systems including engine management systems, electric power train systems, drive control systems and car information systems. For more information, please visit the company’s website at <http://www.hitachi-automotive.co.jp/en/>.