

News Release

FOR IMMEDIATE RELEASE

Hitachi Automotive Systems' Slot-in Airflow Sensor Used in Toyota's New Prius PHV

Tokyo, March 30, 2017 ---Hitachi Automotive Systems, Ltd. today announced that hot wire slot-in type airflow sensors from Hitachi Automotive Systems have been used in the new, fully redesigned Prius PHV launched by Toyota Motor Corporation in February 2017.

The Hitachi Automotive Systems hot wire slot-in type airflow sensors used in the new Prius PHV are notable for their high levels of precision and high reliability. They have been used in the latest model Prius, launched in December 2015, and are now also being used in the new Prius plug-in hybrid model.

As environmental regulations grow more stringent, airflow sensors are used to optimize engine fuel injection amounts by measuring the amount and temperature of engine intake air, which contributes to improved fuel efficiency and reductions in emissions of CO₂ and other exhaust gases. They are positioned as important core components in internal combustion engines.

Hitachi Automotive Systems' airflow sensors are widely used by global automakers, and command the top global market share, at roughly 40%*. Between June 2002, when our hot wire slot-in type airflow sensors were first commercialized, and January 2017, we have shipped a total of over 100 million hot wire slot-in type airflow sensors around the world. Their advanced sensing technology, which supports further engine efficiency improvements, has been widely recognized by automakers both in Japan and around the world.

Hitachi Automotive Systems will continue to strive to further disseminate environmental products using our superior electronics technologies while we contribute to environmental conservation.

* As of the end of 2015 (according to Hitachi Automotive Systems research)



The completely redesigned Toyota “new Prius PHV” (shown: Prius PHV “A”)



Hot wire slot-in airflow sensor

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/>.

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Information contained in this news release is current as of the date of the press announcement, but may be subject to change without prior notice.
