



## HITACHI ASTEMO IS NOW ASTEMO

**Same product, same part number and same quality commitment since 1930!**

Hitachi Astemo, a leader in mobility solutions, is embarking on an exciting new chapter as it transitions to the brand name Astemo. This change marks a significant step in our commitment to advancing the future of mobility through innovative and sustainable technologies.

With a dedicated workforce of 80,000 employees and \*139 manufacturing and R&D facilities worldwide, Astemo is at the forefront of developing cutting-edge solutions that address the evolving demands of transportation.

The name Astemo, derived from **A**dvanced **S**ustainable **T**echnologies for **M**obility, reflects our core mission: to drive the future of mobility through environmentally responsible practices and advanced technology. As we transition from Hitachi Astemo to Astemo, our focus remains on delivering state-of-the-art products and solutions that enhance vehicle performance while prioritizing sustainability.

### Astemo Aftermarket: Quality You Can Trust

In the EMEA region, our aftermarket division, now operating under **Astemo Aftermarket** continues to provide an extensive portfolio of over 5,000 Stock Keeping Units (SKUs).

This comprehensive range includes market-leading products in electronics, suspension, fuel supply, steering, engine management, and sensors, all distributed directly from Germany to meet the growing demand for high-quality mobility components.

Astemo Aftermarket is also committed to delivering excellence through its robust portfolio of established brands, including ASTEMO, HÜCO, and TOKICO, alongside our trusted Motorbike Spare Parts Brands brands NISSIN, SHOWA, and KEIHIN. This diverse offering empowers us to provide innovative solutions for both passenger car as well as motorcycle applications.

As we move forward as Astemo, our commitment to sustainability remains unwavering. We are actively enhancing the environmental performance of our products, reducing our carbon footprint, and contributing to the global transition towards clean energy. Through ongoing investment in research and development, Astemo is setting new benchmarks in the mobility sector, striving to seamlessly integrate advanced technologies with principles of sustainability and improved quality of life.

Join us as we embrace this new era as Astemo, where our focus on innovation, sustainability, and customer-centric solutions will continue to drive the future of mobility.

\* as of August 2023

**Astemo**

**HÜCO**

**TOKICO**

**KEIHIN**

**NISSIN**

**SHOWA**



Discover more at:  
[www.aftermarket.astemo.com/emea](http://www.aftermarket.astemo.com/emea)