

**Ichikoh to Exhibits at JAPAN MOBILITY SHOW 2023**  
**Showcasing Intelligent Vehicles Lighting of the new era**  
**Under the theme of “Lighting Everywhere,”**



Ichikoh Industries, Ltd. (Headquartered in Itado, Isehara City, Kanagawa Prefecture; Representative Director & President: Christophe Vilatte) a leading manufacturer of automotive components, will exhibit in the Japan Mobility Show 2023 from October 25th to November 5th. Ichikoh will showcase its advanced lighting solutions for electrical and automated driving, which are the important challenges in today's mobility.

**"e-Face", external HMI (Human Machine Interface) for autonomous vehicles(World Premiere)**

**"e-Face"** is an innovative external Human Machine Interface (HMI) that provides safety and security through effective communication between autonomous cars and traffic users.

It replaces the old communication ways that drivers used to have based on each situation on the road, displaying signs, characters and facial expressions that can have different meanings ("start ", "crossing pedestrian ", " stop ", " turning right", " turning left" and "greeting" etc...).

Our primary goal is to ensure a safe, secure and smooth operation for road users by communicating effectively within the "e-Face" in a level 4 automated driving service.



## Front and Rear Lighting Experiences (Japan Premiere)

**Front and Rear Lighting Experiences** are the new lighting concept for the cars of the automated driving and electrification era.

On the front fascia, the lighting has extended to the area (which was the grill before) and improves both the overall design and the communicative function by a connection between the lamps and the grille in conjunction with the headlamps.

On the rear fascia, the lighting embraces the latest styling trends and gives the vehicle an advanced and modern impression. The large innovation lighting area extends the rear lamp's most important role, "the view ability". The LED display enhances the safety of the following vehicle by alerting the distance to the vehicle, for more road safety and awareness.



## Signaling Road Projection

**The Signaling Road Projection** is a new innovative technology aiming for a safer and more secure traffic environment.

Ichikoh's core focus has been the development of lighting solutions to improve the visibility of drivers and to optimize the viewing ability of other vehicles on the road. In addition, this new approach makes communication easier between the driver and the road users such as pedestrians, bikes and motorcycles. It aims to reduce accidental contact by clearly conveying the car's movement and potential dangers for the driver and the surrounding road users.

It is also effective for electric vehicles with a quiet driving sound as well as the large vehicles like trucks and buses, which have many blind spots. It particularly contributes to the safety improvement in high risk areas where accidents easily occur, such as intersections and parking lots.



**JAPAN MOBILITY SHOW 2023 Ichikoh Industries, Ltd. Exhibition Booth:**  
**Tokyo Big Sight West Hall 3 W3401**

**Joint Exhibit with Valeo Japan Co., Ltd.**

**Valeo and Ichikoh to hold press conference on October 26(Wed.), from 10:15 a.m.**

About Ichikoh Industries, Ltd.:

Since its establishment in 1903, as a manufacturer specialized in car lamps, Ichikoh has delivered products to major car makers in Japan and overseas.

In 2017, it became a subsidiary of Valeo, co-developing new products, gaining market share in the global market and strengthening geographically complementary relationships.

In 2023, Ichikoh celebrates its 120th anniversary. In the midst of tremendous change in the automotive industry, Ichikoh, as a system supplier specializing in automotive lighting, will create a driving environment that feels safer, offers more protection, and provides more comfort.

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