

**Hitachi Automotive Products (USA), Inc. To Exhibit at 2008 SEMA Show  
Featuring Celebrity Appearances by 2007 Formula D Champions**

*- -Drift Car Drivers Stephan Papadakis and Tanner Foust to Make Guest  
Appearances During the Show at Hitachi Booth - -*

**LAS VEGAS**—November 4, 2008 – Hitachi Automotive Products (USA), Inc., a subsidiary of Hitachi America, Ltd., which distributes and remanufactures electrical and electronic automotive components and service parts for major OEM, industrial and high performance aftermarket customers, is a featured exhibitor at the 2008 SEMA Show located at Booth #23243.

On Tuesday, November 4 and Thursday, November 6 from 2:00-3:00 p.m. the 2008 Formula D Championship Team (Papadakis Racing) Stephan Papadakis and Tanner Foust will make a guest appearance at Hitachi's booth and autograph posters.

Additionally, Hitachi will feature at its booth TOKICO Performance Shocks and a high performance line of starters and alternators and engine management systems, MAFS (Mass Air Flow Sensor). TOKICO is a long-time technical sponsor of the Rockstar/AEM drift team.

Vehicles featured at the booth include the S2000 Celebrity Formula D Vehicle, Nissan [350Z](#) and Nissan Versa.

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**ABOUT HITACHI**

Hitachi Automotive Products (USA), Inc., subsidiary of Hitachi America, Ltd., manufactures, remanufactures and markets a broad range of electrical and electronic automotive products for all major automotive original equipment manufacturers worldwide.

The company was established in Harrodsburg, Kentucky, in 1985. Today, approximately 1,100 employees support operations in Kentucky, Los Angeles, and Detroit. For more information, visit [www.hitachi-hap-la.com](http://www.hitachi-hap-la.com). Or [www.TokicoGasShocks.com](http://www.TokicoGasShocks.com)

Hitachi Automotive Products (USA), Inc. and its affiliated companies in the U.S., includes Clarion Corporation of America ([www.clarionusa.com](http://www.clarionusa.com)); Tokico (USA), Inc. ([www.tokicousa.com](http://www.tokicousa.com)); Unisia Steering Systems ([www.unisia-ss.com](http://www.unisia-ss.com)); and Unisia of Georgia Corporation.

Hitachi America, Ltd., a subsidiary of Hitachi, Ltd., markets and manufactures a broad range of electronics, computer systems and products, and provides industrial equipment and services throughout North America. For more information, visit [www.hitachi.us](http://www.hitachi.us).

Hitachi, Ltd., (NYSE: HIT / TSE: 6501) headquartered in Tokyo, Japan, is a leading global electronics company with approximately 390,000 employees worldwide. Fiscal 2007 (ended March 31, 2008) consolidated revenues totaled 11,226 billion yen (\$112.2 billion). The company offers a wide range of systems, products and services in market sectors including information systems, electronic devices, power and industrial systems, consumer products, materials and financial services. For more information on Hitachi, please visit the company's website at [www.hitachi.com](http://www.hitachi.com).

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