
Establishment of the R&D department at an overseas base in Thailand.

Boosting the development of products for Thailand and nearby markets.

HKS Co., Ltd (HQ: Shizuoka, Japan, CEO: Daisuke Mizuguchi) establishes a new R&D department in its Thailand subsidiary “HKS (Thailand) CO., LTD.” to speed up product development not only for Thailand market but also for other nearby markets.



HKS Overseas base in Thailand: HKS-IT CO., LTD. (Exhaust Factory) and
HKS (THAILAND) CO., LTD. (Sales)

HKS Co., LTD. - a pioneer of aftermarket parts development in Japan, doesn't stop on the domestic market and continues to actively pursue overseas markets for more than 20 years, with its global presence in the US, UK, Thailand and China.

In Thailand, our presence extends from sales to manufacturing products for locally manufactured vehicles with exhaust manufacturing factory operating since 2010 that produces not only aftermarket but OEM products as well.

A new manufacturing base in Thailand was built in December 2016 in Bangpoo (North) Industrial Estate, one of the industrial parks under the jurisdiction of the Thai Industrial Estate Authority. A new R&D department will further accelerate the development of products for local vehicles and promote localization strategies will local staff.

In the past local staff designed prototypes and performed vehicle fitment tests following the instructions given by an engineer from office in Japan. A new environment with Thailand R&D department and locally originated marketing strategies will allow us to create products that better suit local market needs.

New development won't stop on local aftermarket and will greatly accelerate other development activities, such as OEM projects with automotive manufacturers. With the number of new products developed in one year doubled and new, other than exhaust products development carried out locally we aim for growth in Thailand and nearby markets.



Exhaust products made in Thailand factory for locally manufactured vehicles



Thailand R&D facilities (Chassis dynamometer, lifts)

Summary as follows,

■ **HKS Co., Ltd. Thailand Subsidiary**

Company Name:

HKS-IT CO., LTD. (Exhaust factory)

HKS (THAILAND) CO., LTD. (Sales)

Address:

884 Moo.2 T.Phraek Sa Mai, A.Mueang Samutprakarn, Samutprakarn 10280

URL:

HKS-IT CO., LTD. (Exhaust factory)

<http://hks-it.com/>

HKS (THAILAND) CO., LTD. (Sales)

<https://www.hksthailand.com/>

HKS (THAILAND) CO., LTD (Sales) establishes R&D Department on April 1st, 2020.

Department Name: **R&D Sales Support Department**

Activities Outline:

- Vehicle exhaust development and marketing.
- Suspension, ECU products, intake products development and marketing.
- Organizational structure: General manager, 3 mechanics(specialists) , total: 4 people.
- Exhaust development target: over 20 vehicles per year.
- To start operation in July 2020.
- Headquarters office is to provide guiding of local staff.
- Cooperation with sales staff in local sales events, sales and marketing support.

For inquiries please contact:

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