

Dear Subsidiaries and Distributors,



June/3rd/2024
HKS Co., Ltd.

HKS and Studie AG Launch New Brand in BMW Aftermarket

- Both corporates will promote the development of aftermarket parts for BMW (M2/M3/M4) -

Automotive parts manufacturer HKS Co., Ltd. (Head Office: Fujinomiya City, Shizuoka Prefecture, President: Daisuke Mizuguchi) and one of leading BMW specialized dealers in Japan, Studie AG (Head Office: Yokohama, Japan, Chairperson: Yasuaki BOB Suzuki), are pleased to announce the launch of a new collaborative brand to bring new style to the BMW aftermarket.

The two corporates launch a new brand in BMW aftermarket parts industry, "HKSTUDIE". By combining HKS' manufacturing know-how with Studie AG's knowledge of BMW modification, we will create a new market.



HKS Co., Ltd. has been a leading company in the automotive aftermarket field, developing and providing engine parts, turbochargers, exhausts, suspensions, air cleaners, electronic control parts and other high-performance parts that satisfy car enthusiasts around the world, and creating a "tuning" culture since its establishment in 1973. HKS has been developing aftermarket products by feeding back the experience gained through various racing activities over the past half century, and has recently started a complete custom car business. In recent years, HKS Co., Ltd. has been involved in the development of vehicles that run on alternative fuels as an environmental response and in the development of highly efficient engines through industry-government-academia collaboration, thereby implementing carbon neutral initiatives.

Studie AG, Ltd. has been one of the leading companies specializing in BMW in Japan, focusing on BMW modification, aiming to improve BMW mod culture and providing a wider and deeper range of services to BMW enthusiasts from various perspectives since its establishment in 1995. In addition, Studie AG tries to provide more detailed services to meet the needs of the customers in a new way that breaks away the boundaries of the Japanese automotive industry, between dealers, repair shops, custom shops and paint shops. Since 2008, Studie AG has also been challenging the SUPER GT GT300 class, and racing with the "STUDIE BMW M4", continuing to increase the visibility of "BMW = Studie AG".



[BMW M Team Studie M4 : AUTOBACS SUPER GT 2024 SERIES Rd.3 SUZUKA GT300]

Through the collaboration between the two corporates, HKS and Studie AG will work together to provide new value to BMW enthusiasts by leveraging each other's areas of expertise.

■About HKS Co., Ltd.

Corporate: HKS Co., Ltd.
Representative: Daisuke Mizuguchi (President)
Location: 2266 Kamiide, Fujinomiya City, Shizuoka Prefecture, Japan
Establishment: October, 1973
Website: <https://www.hks-global.com/en/index.html>
<https://www.hks-power.co.jp/en/>

■About Studie AG

Corporate: Studie AG
Representative: Yasuaki BOB Suzuki (Chairperson)
Location: 61-2, Kishine-cho, Kohoku-ku, Yokohama, Kanagawa, Japan
Establishment: July, 1995
Website: <https://www.studie.jp/company/>

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HKSTUDIE

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