



December 20, 2024
HKS Co., Ltd.
Nippon Seiki Co., Ltd.

HKS and Defi (Nippon Seiki Co., Ltd.) Join Forces for Groundbreaking Product Launch

A Landmark Partnership Between Two Leading Japanese Automotive Aftermarket Companies / New Products to Debut at the January "Tokyo Auto Salon"

HKS Co., Ltd. and Nippon Seiki Co., Ltd., under its aftermarket brand "Defi," are pleased to announce the launch of new collaborative products for the automotive aftermarket industry. This partnership combines HKS' expertise in automotive aftermarket and OEM business with Defi's trusted manufacturing and design capabilities for vehicle instrumentation, to create advanced meter systems and precision instruments for EVs.

HKS, a Japanese automotive aftermarket pioneer (Headquarters: Fujinomiya City, Shizuoka Prefecture, President: Daisuke Mizuguchi), and Nippon Seiki Co., Ltd., a leading Japanese vehicle instrument manufacturer (Headquarters: Nagaoka City, Niigata Prefecture, President: Koichi Sato), will leverage their combined knowledge to provide innovative products to the global market.



Product Development Centered on Powertrain for Entire Vehicles

- Expertise in vehicle control system
- CAN communication analysis
- IoT in-vehicle devices development experience



World-class design and manufacture of in-vehicle meters

- Long-term experience of OEM car products
- High-durability sensor packaging technology
- New technologies such as motors and displays

Collaboration

Collaborative product development

Developing new high-quality collaborative products globally by combining the technologies and experience of both companies, especially focusing on vehicle control system and the latest technologies such as CAN bus communication, under the "Made in Japan" craftsmanship.

■Background of the Partnership

Since its founding in 1973, HKS has been a leader in the automotive aftermarket, producing high-performance parts such as engine components, turbos, exhaust systems, suspensions, air filters, and electronic control parts. Recognized for creating a unique "tuning culture," HKS has also contributed to sustainable technologies, including high-efficiency engine development and EV projects under Japan's Ministry of the Environment.

Nippon Seiki Co., Ltd., established in 1945, is a global leader in vehicle instrument development and manufacturing, specializing in motorcycle and automobile meters and head-up displays (HUD). Its precision products are trusted in high-performance fields such as F1 racing and professional motorcycle competitions. Defi, Nippon Seiki's aftermarket brand, was established in 1995 to bring cutting-edge technologies to the aftermarket, creating innovations such as linkable meters, self-illuminating BF meters, and OLED display devices.

By combining their strengths, HKS and Defi aim to develop electronic products that deliver new market value and innovative solutions, including leveraging HKS' expertise in vehicle control and Defi's advanced manufacturing techniques.

■Collaborative Products to Be Unveiled at the 2025 Tokyo Auto Salon

The new collaborative products will be unveiled at the Tokyo Auto Salon 2025, held from January 10 to January 12 at Makuhari Messe in Chiba Prefecture. Visitors can explore these innovations at the HKS and Defi booths.



「TOKYO AUTO SALON 2025」

Dates: *January 10 (Fri) – January 12 (Sun), 2025*

Venue: Makuhari Messe, Chiba Prefecture

URL: <https://www.tokyoautosalon.jp/2025/>

HKS Booth: West Hall 1, Booth 108

Defi Booth: West Hall 2, Booth 215

Comment from Daisuke Mizuguchi, President, HKS Co., Ltd.



"We are honored to collaborate with Defi, the top brand in automotive meters, to develop innovative products. By combining our advanced technologies and expertise, we aim to deliver groundbreaking, high-performance aftermarket parts that excite our users. This collaboration promises to bring new value to the automotive aftermarket industry."

Comment from Koichi Sato, President, Nippon Seiki Co., Ltd.



"We are delighted to partner with HKS, a leading name in Japanese automotive parts, to develop innovative products. By integrating Defi's reliable sensing and display technologies with HKS' vehicle system expertise, we will deliver products that capitalize on our strengths. This collaboration enables us to bring exciting new concepts and products to the aftermarket industry."

■About HKS Co., Ltd.

Company Name: **HKS Co., Ltd.**

Representative: President Daisuke Mizuguchi

Headquarters: 2266 Kamiide, Fujinomiya City, Shizuoka Prefecture, Japan

Founded: October 1973

URL: <https://www.hks-global.com/index.html>

<https://www.hks-power.co.jp/>

■About Nippon Seiki Co., Ltd. and Defi

Company Name: **Nippon Seiki Co., Ltd.**

Representative: President Koichi Sato

Headquarters: 2-2-34 Higashi Zao, Nagaoka City, Niigata Prefecture, Japan

Founded: December 1945

URL: <https://www.nippon-seiki.co.jp/>

Brand Name: **Defi**

Defi Brand Established: April 1995

URL: <https://www.nippon-seiki.co.jp/defi/>

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