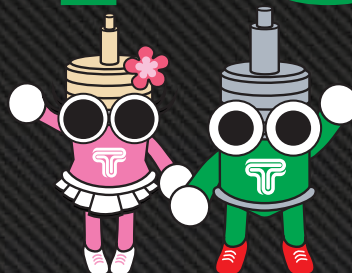


TEIN, INC.
40 Years' History



40th ANNIVERSARY

40



“If products we're looking for are not available in this world, why not make one ourselves.”
TEIN, INC., having developed and manufactured suspension products for 40 long years, always getting ahead of the times, has been and is consistently committed to bring the highest-quality products in pursuit of driving pleasure, since its establishment.

Upon publishing this booklet to commemorate 40th anniversary, 2 symbolic suspensions are provided. One is original “Type Gr.N” developed in 1989 and installed on Nissan Pulsar GTI-R that took part in WRC (World Rally Championship).

The other one is “Type Gr.N F.R.S. Spec” developed for and used on Team STARD’s Ford Fiesta performed well in WRX in 2019.

Just by looking at these 2 aspiring items, it is easily understandable that how far suspension parts have come over these past 30 years, sublimed as smaller yet sophisticated products.

TEIN, grown into one of the world's top brands for car lovers, continues to take on new challenges in product development and offers long list of uniquely-developed “inventive” products, as represented by EDFC which enables automatic adjustment of ride comfort while driving.

Introduction

The Suspension Specialist Pursuing the Latest Technology For Good 40 Long Years

When marking the 50th or 100th anniversary, what company TEIN will be like.
One thing for sure is that TEIN, without any doubt, continues to deliver superior products as one-of-a-kind suspension manufacturer.

“When flying cars become widespread, we will lose our job,” Ichino laughs away.

Even such remarks sound relaxing in mysterious ways.

In anticipation of rapidly growing demand in Chinese market, Fujimoto strongly emphasizes the need for further global expansion, or car devotees in China would cause production bottleneck by 2030.

These two, who at one time travelled all over the world fighting in WRC as driver and co-driver, are now trying to take the world by storm as directors of TEIN group companies.

Please read on to find out how Ichino and Fujimoto view “TEIN’s ambitions” are.
TEIN’s take on ideal future will unfold.

2019

“Type Gr.N F.R.S. Spec” (2019)
Developed for Ford Fiesta

1989

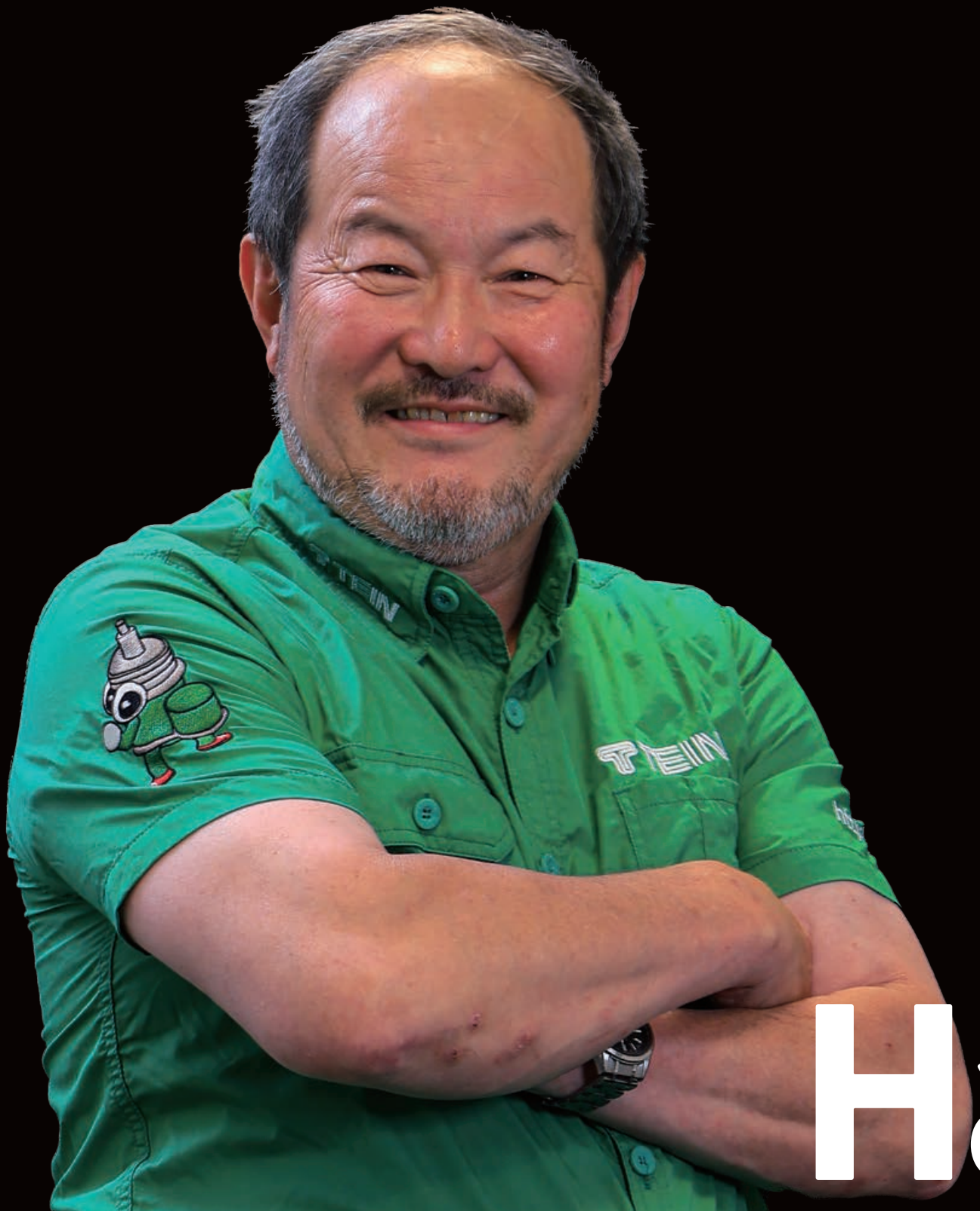
The Original "Type Gr.N" (1989)
For Nissan Pulsar GTI-R



Voice of TEIN

**Future prospect is to further expand
the premium replacement lines.**

—— Hakaru Ichino, Representative President



Ha

I cannot talk about where I am now without talking about my younger days of involvement in rally. In 1970s, I had my Sunny modified and took part in rally races. One thing led to another, I became co-driver to Yoshio Fujimoto. I have not thought back then that this turn of events would determine the fate of my entire life. At the time, pace notes weren't used in Japan. Fujimoto and I were the only duo prepared and used own notes, based on bits and pieces of information from races overseas. When to hit the gas or when to hold back. Taking control of such hard-nosed driver was not easy. I had to have him go full throttle at times, instead of just telling him when to slow down. Co-driver's role isn't only time keeping. It's rather tactical ally to lead to victory.

Going bit further back, I was into gymnastics in junior high, high school and going on to Tokai University. In between training sessions at the university, I worked part time at the local racing garage. As a scientific student till high school, I did have interest in machinery. I must have worked on over 100 engines. This job experience as a mechanic is invaluable part of my life. In 1980s, as the regulations on engine modifications became tighter, the next emphasis was on tires and suspensions. Cartridge damper, which was dominant in the industry, was vulnerable to decline in performance, due to capacity shortage and poor heat dissipation. Integrated system would work, I thought, and started designing and producing own dampers. This was when and how the suspension manufacturer TEIN was born. We started out on a build-to-order basis, hand-crafting one by one upon users' orders. Enormous time and effort spent in trials and improvements actually taught us valuable lessons to develop strong skills.

To meet increasing demand, we have shifted to mass-producing and carrying inventory of ready-

made products. That was when ride height adjustable dampers for minivans and SUVs became popular. To address the needs for filling tire-fender gap on low-profile cars, we launched legal low-down products. The market expanded quickly, boosted by relaxation of regulations.

TEIN's motto is "Safety, High Quality and Reasonable Price." Majority of our customers are of younger generations who can't afford high-priced products. For that, we insisted on providing affordable yet high-performance products, surpassing OE in performance. In the early years, a set of hand-made dampers was sold at about JPY200K to 300K. We were able to reduce that figure to around JPY100K, promoting improvements and efficiency, so more and more people can enjoy our products.

Our business goes well beyond domestic market. We built our own factory in China, way before the auto market there started to expand. "Why China now?" people asked, but we were certain that a new wave was about to be set off, judging by the transition of GDP level. It was an investment made up-front, in expectation of growth of the used car market as well as increase in demands for premium replacements and aftermarket parts. In Europe, we now have warehouses in UK and Poland, to ease the impact of Brexit. Since we are offering diversified products, we make it a priority to deliver products swiftly to customers, by carrying inventory locally ourselves, instead of taking risks of leaving that to our distributors.

"Don't let customers wait." That is one of our basic principles, which are clearly stated as corporate philosophy and fully enforced among employees. A job without a sense of speed eventually depletes customer confidence. In these

40 years, we always value challenges and promptness.

I also give importance on not taking on an impossible challenge for expansion. The report on historical study of Harley-Davidson, in spite of bit bad press nowadays, reveals that rushed sales of articles of taste can be detrimental to brand image. Aftermarket is a world full of pleasure products but premium replacements have a separate massive market. It is important for us to draw a clear road map to growth, separating roles in these 2 different markets.

Automobiles have gone through dramatic changes over the past 100 years, from Ford Model T to hydrogen cars and EVs. In the era where changes are expected every decade or even by shorter time span, suspensions must also keep on evolving. With increased weight and/or larger wheels of EVs further highlighting the important roles of suspensions, the next challenge will be to integrate computerized control and AI.

I will continue to take on new challenges. We would like to offer the ride far better than OE can, at prices even youngsters can afford. For that, we must keep eyes on each and every market around the globe, in order to produce suspension products most suitable with the times.

Looking back, 40 years seem like a heartbeat. Safari Rally even feels like yesterday, but the generations change and growing numbers of employees don't even know those days. My role, I believe, to pass down history all the more and pass the challenging spirits down the generations.

Not many companies survive for a century. Environment changes, so does common sense. But if we uphold the spirit of doing things others would not, I am confident that we can definitely pave the way for the future.

Profile

Born on September 12, 1956. In 1979, joined Matsumoto Jidosha Youhin (auto parts) as a mechanic. In 1985, built TEIN, INC. and took up the post of representative president. Participated in rally races worldwide, including WRC, as a co-driver to Yoshio Fujimoto, Fumio Nutahara, Takuma Kamada and Hideaki Miyoshi. Also took part in Japanese Rally Championship. Won Japanese Rally Championship title as co-driver in 2001. In 2008, together with Miyoshi, became the series champions in FIA African Rally. As a director of TEIN, actively involved in and provided support for wide variety of motorsports, by actually taking part in rally races and supplying parts for World Rallycross Championship as well as domestic events.



Karu Ichino



Profile

Born on January 29, 1960. In April 1982, joined Shin-Nihon Steel Ball Mfg. Co., Ltd. (now AKS East Japan Co., Ltd.) In August 1985, joined TEIN, INC. and took up the position as managing director in February 1994. In August 2001, president of TEIN U.S.A., INC. In May 2009, chairman of TEIN Far East Int'l Trade Company (Beijing) of China. In May 2011, president of TEIN UK Limited. In November 2013, chairman of TEIN Shock Absorber Mfg. (Jiangsu) Co., Ltd. In October 2014, established TEIN Sales (Thailand) Co., Ltd. In February 2015, chairman of Suqian TEIN Trading Co., Ltd. Became the representative managing director of TEIN, INC. in June 2015, then managing director in June 2021. Acted in as rally driver based in Kanagawa, Japan since 1980s. In 1994, nominated as the first ever Japanese works driver of TTE (Toyota Team Europe). The very first Japanese driver to win Safari Rally in 1995, which inscribed into memory of many Japanese rally fans.

Ever since I was a little child, I loved playing with anything mechanical. I even built my own chopper bike. It was only natural that I got into motorcycles and then to motorsports as I got older. Circuit race was bit too much of a hurdle, requiring to prepare a transporter. Rally, on the other hand, was easy to participate with everyday cars. In my university days, I used to go to mountains with friends from auto club, to drive and break a part or two, then repair and back driving again and again. I was able to work on gear boxes and engines myself. Rally was quite popular in Kanagawa prefecture. Hakone and Fuji regions provided plenty of great places to improve our skills.

My life at TEIN started a few months after it was established. Even after I entered the work-force, I would buy a new car with loan and pour a lot effort into rally. Before long, I was recruited by a rally team and began participating in full swing. Competing in overseas races called for long leave from work, which was difficult as a company employee. We decided, if that's the case, to create a company which can pay for whatever we wanted to do in what we loved; rally. That was our starting point. It was just 2 of us in a small 23 sqm office. I was the one made drawings, which we took to local factory for processing. Completed parts were then assembled, tested, packed and shipped out, all by ourselves.

Testing equipment is absolutely essential for manufacturing good shock absorbers. There was no damping force tester available on the market, which a small private company can afford. So, we created one. I think we were the only private company who was using self-developed tester, around 1985.

Our products, being integrated assembled structure, had larger oil capacity and 2-3 times higher durability, compared to cartridge type. Reputations grew through magazines and word of mouth and that even led to increase in private-label orders. Deregulations worked in our favor and opened up a new market not just for motorsports but also for street-use products. There were

negative aspects, such as illegal modifications, but the whole industry worked together to take corrective actions to promote maturation.

During the same period, I won the Rally New Zealand in Group N in 1993. That was when I caught the attention of TTE Ove Andersson, who shortly after recruited me. I, of course, set things straight as a company representative, and became the works driver under the framework of contract between Toyota and TEIN.

Technology is always born at the frontline. In 2000s, we incorporated innovative changes to shock absorbers. "Hydraulic Bump Stopper" which fluidized the role of rubber bump stopper was introduced. Other major innovations include "Hydraulic Rebound Stopper" to control rebound damping force behavior, "Temperature Compensating Valve" to regulate damping force characteristics even at the elevated temperature, and "Fast Rebound System" to instantly decrease rebound damping force to zero to make tires quickly return to the ground when going over gaps. For example, in Finland, normal rebound speed at jumps is about 0.8-0.9m/s but we can enhance to about 2m/s. Things like this can only arise on the scene.

Now, our global presence is centered on our own factory in China. One of the reasons is that we wanted to perfect the quality of piston rods, which are the core of suspensions, by applying the surface treatment (plating) in-house. Processing that might be difficult to implement under the regulations in Yokohama could be completed at a single factory in China. We raised standards to the level worth being awarded under the local environment standards. Also, as social contributions, we introduced 5S activities (Sort / Set in order / Shine / Sanitize / Sustain) and thoroughly implemented safety standards. Exports, however, can be affected by external factors such as US-China trade tensions. So, on the basis of local production for local consumption and with the prospect that China factory will soon be occupied

by domestic demands, we are planning to establish yet another production base in other country modeled after China factory.

When talking about product quality, quietness and flexibility satisfiable to customers come first, then the performance. Modern cars are built quiet and hence even a small sound from suspensions could affect the ride comfort. Since contamination by foreign substances inside dampers could be the main cause of noise problems, we have installed the clean room, clearly documented company standards on equipment and electric apparatus, placed QC (quality control) gates in production processes and applied prompt PDCA (Plan / Do / Check / Action) cycle on claim assessment. Each such measures may seem small but all adds up to form the core of TEIN quality. To satisfy customer needs varying by countries and regions and to suit different cultures and usage, we offer products configured with a benchmark model being "soft, comfortable yet well-maneuverable".

40 years of TEIN history started with a simple idea of getting paid enough to compete in rally in the way we like. Only 2 of us, in 23 sqm room, with self-developed tester, supported by magazine readers and word of mouth, riding the tide of deregulations, developing skills at frontline of motorsports, and passed on to street-use market. In the next decade, we are going to roll out the manufacturing model, to further promote local production and consumption and most importantly to take "driving pleasure" to the next level. No matter how the technology like self-driving car progresses, it's people and their sensibility that carry down auto culture into the future. We continue to design and produce dampers, just as expected by customers in terms of quality, technology and reality, taking a hands-on 3-reality approach. That is TEIN's way of doing business.

Yoshio Fuji

Voice of TEIN

**TEIN's role is to robustly produce suspensions
and to pursue driving pleasure.**

—— Yoshio Fujimoto, Managing Director



moto

History of TEIN 1985-1994

1985 TEIN was formed. Where it all started.

On February 28, 1985, TEIN, INC. was born at a small workshop less than 25 sqm, in Tsurumi ward of Yokohama. Founders; Ichino and Fujimoto, had a vision – to create something that did not yet exist. They had a strong determination that, if none of existing products provide satisfying performance required in motorsports, they had to produce suspensions with their own hands. The company name, TEIN, comes from the initials of “Technical Innovation”, to portray the basic philosophy of providing best products with latest technologies, since its beginning. They started out on a build-to-order basis, for users taking part in rally and dirt trial races, steadily chalking up a solid track record.

In 1986, they started producing shock absorbers for outside company as OEM. There, they absorbed all the technical knowledge required for ready-made products. That, together with design capacity acquired through build-to-order business, gained the base to prepare for mass production and became their indispensable asset in building their own brand.

In 23-sqm workshop/office, what they acquired through motorsports were all applied to their products.



1 Such fulfilling days, competing in rally
2 Rally taught them the importance of teamwork

Along the way, they were always true to their original stance that products must be motorsports-tested. They participated not only in domestic events, but also in Hong Kong Beijing Rally in 1987 and Asia-Pacific Rally Championship Malaysian Round in 1988, where they came 9th overall driving Isuzu Gemini, clearly expressing their stance to develop and improve their products through real harsh motorsports like rally. Aside from earning places in record books, such activities did ingrain the philosophy into the company that the technology tested and proven is the real thing.

In 1988, as the business grew, they moved the headquarter office and factory to Midori ward, Yokohama. Ample production space meant more efficient cooperation of order, development and production departments, and led to establishment of mass-production technology and speedier development.

In 1990, the first ever own-label mass-production product “Type H” was released to the market. This line truly was the fruit of their

As the regulations imposed in 1980s made it difficult to modify engines, tires and suspensions became the key decisive factors in determining the speed of rally cars. However, it was not like the dampers for rally use were available for all car models. There were limitations to develop rally cars, adopting and modifying off-the-shelf products, relying on the ingenuity. The idea of producing their own rally dampers was the very first step to start their business. They made drawings themselves, even developed own tester and produced dampers to order. It was cartridge structure which turned their lives upside down in a way. Capacity wasn't sufficient to use in races, heat dissipation was poor and thus performance degraded too quickly. That's how they came up with integrated system, which extended damper life 2 to 3 times longer.



comprehensive technology, based on built-to-order and OEM products and refined in real motorsports, and eventually created greater visibility for the brand. Motorsports became more popular in the early 1990s and various events like gymkhana and/or one-make race were held everywhere in Japan. Automotive aftermarket expanded at the same period and the demand for suspensions which can be used in both everyday life and motorsports surged. To tailored to such market, TEIN decided to intensify effort to develop products exclusive to each car models.

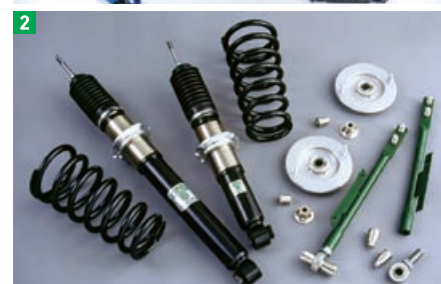
In 1992, they drove Nissan Pulsar GTI-R to finish 6th overall and 2nd in class, in World Rally Championship (WRC) New Zealand round. They proved that their technology can succeed at a world-class level and had a lot to feedback to ready-made products.

1993 saw the release of “Type S”. Unlike “Type H” which was still bit into motorsports, “Type S” was developed to offer comfort, maneuverability and stability, focusing more on street use. “Type S” was favored by wide variety of users, attracted by its rally-derived high reliability.

“Type H” and “Type S” released in the early 1990s helped to build appealing image of brand that excels in both performance motorsports suspensions and easy-to-handle everyday products.

**From OEM to original brand products
Launch of “Type H” damper**

Their business, centering around build-to-order and OEM products, was only known to those in the know, when “Type H” became commercially available in 1990. The year before, Nissan Skyline GT-R made a stunning comeback and began taking part in N1 Endurance Series, using TEIN dampers. Overwhelming speed of Skyline GT-R R32, as well as suspensions supporting such ride, grabbed the spotlight big time. Having been released following such success, it is no wonder that “Type H” enjoyed high popularity. By making available the same brand damper used on that group N GT-R, TEIN was catapulted into fame.



1 OEM was a core of their business at the beginning
2 Long-awaited own-label product launched

Aiming for the top in rally, with Nissan Pulsar

For long, Japanese auto makers had taken part in rally, but their cars were for competition use only and were not commercialized in Japanese market up until 1970s, as they were eyeing on participation as works team and the regulations on production cars were quite strict. But later, four-wheel drive cars became popular and use of turbo engine was approved.

In 1980s, rally-based cars, which complied with the regulations, were brought to the market and sold well. Among all the available potential options, TEIN has chosen Nissan Pulsar GTI-R. It was its mobility that caught their attention, ensured by full-time four-wheel drive system, in the era where the topic of discussions was how long the wheel base was, especially in rally races overseas.



Aiming for the top in rally, with Nissan Pulsar

In the first decade, from 1985 to 1994, they stuck to their true origin of “development at competition field” and expanded the company centering around such philosophy. Their challenge started in 23 sqm workshop evolved steadily from build-to-order and OEM to own brand products offered off-the-shelf, creating virtuous cycle of all the technology gained through participation in rally being poured into the market.

Suspensions to make cars go faster

Without any doubt, the regulations, including prohibitions on engine modifications, had great impact on TEIN in its early days. As the era shifted, from using power to push forward, to relying on suspension in pursuit of speed, more eyes were on suspension parts. Battle by power came back to the scene, but still the regulations for equal conditions were the thing in rally and other races, meaning power alone cannot determine the winner, due to displacement restrictions and/or restrictor requirements. There might be some limits on where suspensions can be installed, but there weren't any restrictions on damper itself, offering high degree of freedom in development. The idea of utilizing suspensions to help cars go faster remains unchanged.



Development through motorsports dramatically improved product performance.

In 1989 Progressed to WRC

Starting with Hong Kong Beijing Rally and Asia-Pacific Rally, they became actively involved in rally races outside of Japan. They came 9th overall, driving Isuzu Gemini, in Malaysia Rally in 1988. Among all the Japanese crews fought in rally races overseas, Fujimoto-Ichino pair was the fastest by far, by making full use of pace notes which most other Japanese did not have. In 1989, they started taking part in WRC (World Rally Championship), the world's highest level rally race, referred to as F1 of rally. In 1993, discovered by Ove Andersson, they were relocated to Cologne, Germany, to join TTE (Toyota Team Europe) works team.



Young Ichino (right) and Fujimoto, with Ove Andersson

From rally to street, and other races Remarkable 80% share in N1 Endurance Series

Astonishing fact was that TEIN had 80% share in N1 Endurance Series back in the days. That is, 8 out of 10 cars competing in N1 Endurance were on TEIN dampers. In the world of racing, the result is everything. Again, it is clear that their development approach based on real-race experience provided powerful underpinning for performance even here, just like it did in rally. TEIN dampers were highly recognized for providing the spot on performance, for sustaining such performance and for having strong durability. Price wasn't the first priority. The main development goal was to tailor to one and only wish of racing teams - to run faster. They made it happen, so brought the high market share.



1 Almost-production-spec, N1 car. 2 Only R32 GT-R could achieve victory. 3 Champion was on TEIN.

1985-1994 Timeline of Events

1985	TEIN, INC. established at 13 Komaoka, Tsurumi, Yokohama TEIN was named from “TEchnical INnovation” Adopted green as corporate color Took part in Japanese Rally Championship	
1986	Started producing OEM shock absorbers	
1987	Started taking part in overseas rally Took part in Hong Kong Beijing Rally	
1988	APRC (Asia-Pacific Rally Championship) Malaysian Rally Isuzu Gemini, 9th overall	
1989	Moved headquarter to Okuma, Midori, Yokohama Began participating in the world's highest level rally; WRC (World Rally Championship) Founded professional rally team “TEIN Sports”	
1990	Launched own-label product (Type H Damper)	
1992	WRC Rally New Zealand Nissan Pulsar GTI-R, 9th overall and 2nd in class Became WRC-FIA B-seeded driver	
1993	WRC Rally New Zealand Mitsubishi Lancer Evo, 10th overall and class victory Became Toyota works team driver and moved motorsports base to Cologne, Germany, where TTE (Toyota Team Europe) was located	
	Launched Type S Damper	

History of TEIN 1995-2004

Over a decade from establishment Saw expansion of adjustable damper lines

In 1995, TEIN has moved its headquarter factory to Tsuzuki ward, Yokohama, to take further steps toward new growth. They enhanced mass-production systems, as they launched Type H1 Damper and Type H2 Damper, which embodied their continually-valued spirit of adopting rally-bred technology into off-the-shelf products. As a part of Toyota works team activities, they came 5th overall in APRC Hong Kong Rally and accomplished the splendid feat of becoming the first ever Japanese to win overall victory in Safari Rally, both driving Toyota Celica GT-Four.

They built technology development center and distribution center in 1996, in order to further strengthen research, development and supply systems. S.Tech Spring was launched the same year, giving wider variety of choices to customers. Their product lines kept expanding, with release of new dampers like Type HA Damper and Type HR Damper. At the same time, they won 4th overall in WRC Rally Indonesia and 9th in WRC Rally Australia. Technologies tested and proven in rally races in and out of Japan were the cornerstones of product improvements. Training program, they started, for young upbringing Japanese drivers contributed to the growth of motorsports culture.

1997 was the year to solidify their business foundation, through establishment of employee stock ownership plan and new Ikonobe factory. Being awarded for creation of new market was the

indication of their innovative presence in the automotive after-market. Type H Damper series were further advanced, while proving their technical reliability by winning APRC Malaysian Rally.

Upon completion of Orimoto factory in 1998, headquarter was moved to Orimoto, Tsuzuki ward, Yokohama. In view of further expansion into overseas market, they ran a booth at AutoAsia held in Bangkok, Thailand. As evident from the release of some more new products this year, such as Type NR Damper, Type NA Damper and Type RA Damper, they were in process of establishing a solid foundation for offering broad product lines to meet the diversified needs of customers. Their continued effort in motorsports worldwide, brought them 3rd overall and APRC victory in China Rally, as well as overall victory in Malaysian Rally.

In 1999, sales branches opened in Yokohama, Osaka, Fukuoka, Sendai and Nagoya, to enable expansion of sales network to enhance customer service throughout Japan. With more and more products added, such as Type RE Damper, they were near completion of building the desired framework to respond to wide variety of users from motorsports to streets.

Product warranty program was made available the next year, 2000, as they built and reinforced quality assurance system, which led to elevate the value of brand which provides both highly durable products that can be used for long period with

peace of mind and adequate after-sales service.

North-Kanto sales branch joined the domestic sales network in 2001, around the same time the subsidiary TEIN U.S.A., INC. was established, marking the year of full-scale entry into global market. It was the same year that Electronic Damping Force Controller, EDFC, was introduced. Launch of such a revolutionary product, which enabled damping force adjustment remotely from cockpit, impressed customers home and abroad with TEIN's high level of technology.

ISO9001 certification, awarded to all offices in 2002, demonstrated their quality assurance system has reached the level of international standards. They went public on the JASDAQ market and earned trust from capital markets. TEIN Taiwan, INC. was established in Taiwan ROC, as a toehold into the Asian market. Product lines were further expanded, with the launch of Type Gravel Damper and G.Tech Spring, to address wider variety of users.

Headquarter, factory and development center were all moved and integrated in 2003 at Totsuka ward, Yokohama, proceeding to organize more efficient development and production systems. Another subsidiary, TEIN UK Limited was established in U.K., as a main distribution hub for European market.

Super Street Damper and Hybrid Wagon Damper launched in 2004 completed the broad range of products from everyday street use to family use.

This decade from 1995 to 2004 was the era of enrichment of product lines and further expansion into foreign markets.

New factory & nationwide sales branches, for business expansion

Since its start at 23sqm office in Tsurumi, Yokohama, the first decade was filled with turning points. From build-to-order, OEM to mass-production items, they had to relocate headquarter factory to Midori, Yokohama, just in 4 years, in 1989. It was inevitable that they integrated development, production and service together, to fulfill rapidly increasing customer needs. Sales branches established throughout Japan demonstrated their commitment in providing community-based service. Their aim was to create the structures required to apply motorsports-bred technology to off-the-shelf products and to bring directly to customers nationwide. Much of the success of TEIN today is owed to pursuit of both technology and reliability, not solely as technology-based company but also emphasizing on user-oriented approach.



1 Headquarter factory in Tsuzuki in 1995 2 Development center opened in 1996

Tapping into the U.S. market in 2001, then U.K.

In 2001, TEIN took the first significant step in expanding their business worldwide. They entered into the largest automotive after-market in the world, by establishing TEIN U.S.A., INC. in US. Soon after that, TEIN UK Limited was set up in UK as a distribution base to European market. What separates from markets in Asian regions is that their markets were already imbued with motorsports culture, and hence their stance on product development also differed. 'Lessons' they learned from developing and distributing products in Europe helped exploiting and developing the potential of TEIN products. Experience there had different shades of meanings, as opposed to expansion throughout Japan or into Asian markets, and clearly led to stronger presence of TEIN brand in the global stage since this year.



1 New office in Milton Keynes, UK 2 US office, established in California

Here comes Dampachi!

Meet TEIN's mascot; Dampachi, a very familiar face with goggling eyes and body in corporate color green, as seen at Tokyo Auto Salon booth and TEIN's catalog etc, and his girl friend Dampatty in cute pink. He was born from ideas solicited among employees, with the hope for making suspension products and car modification cultures more friendly to all people. '4-dimensional reservoir' on his back has some magical force to help struggling people by cutting their takt time shorter. Fairy-tale fantasy, isn't it?



Became hugely popular



Legendary
Celica GT-Four

Became the historic first Japanese to win Safari Rally in 1995

The overall winners of Safari Rally held in 1995 in Kenya were Yoshio Fujimoto (driver) and Arne Hertz (co-driver), driving Toyota Celica GT-Four. Safari Rally is referred to as one of the harshest rally events in the world. "Was told to go full-throttle in 6th gear at 220km/h for 5 min. And there came a pipeline to draw water from Kilimanjaro in between. While still going full-out, the countdown to that pipeline gap begun, telling me to lower to 1st gear by then." The sense of tension was beyond belief, he noted. Many Japanese drivers before him challenged Safari Rally, but none succeeded in winning overall victory - making him the astonishing first ever Japanese in history.

Multitude of solid performance in Super Taikyu

Even in Super Taikyu (Endurance) races, TEIN achieved a quite large share. Among them, Falken Porsche, ORC Mazda RX-7 and Falken Skyline GT-R were in the spotlight. Falken Skyline GT-R won the series title in 1997 and 1998. Falken Porsche won the 1st overall in 2004 and marked the fastest lap in Suzuka 300 Miles. In this decade, many teams on the top of the table were using TEIN suspensions, building the image that TEIN is Taikyu. That fact alone was the concrete evidence of TEIN's untiring pursuit of high durability.



1 Falken Porsche 2 ORC Mazda RX-7 3 Falken Skyline GT-R

















Stunning debut of EDFC in 2001

Its revolutionary feature achieved great popularity

TEIN surprised the market by launching revolutionary new product to adjust damping force, called EDFC (Electronic Damping Force Controller). Its main function was to adjust damping force electronically, enabling remote control from inside car. Before EDFC, damping force adjustment required opening of engine hood or even jacking up whole vehicle itself. EDFC made all that possible at a touch of a button, even while car is running. EDFC did not just make adjustment easier, it suggested great deal of future possibility. That is to say TEIN recognized tremendous potential in automatic adjustment feature, according to ever-changing road conditions while driving. EDFC, just as expected, continued to evolve.

1995-2004 Timeline of Events

1995	<p>Moved headquarter factory to Kawamukou, Tsuzuki, Yokohama</p> <p>Launched Type H1 Damper and Type H2 Damper</p> <p>APRC Hong Kong Beijing Rally, Toyota Celica GT-Four, 5th overall</p> <p>Safari Rally, Toyota Celica GT-Four, overall victory</p> <p>Became the first ever Japanese drive to win Safari Rally</p> <p>APRC Malaysian Rally, Isuzu Gemini, 9th overall</p>	  
1996	<p>Completed new factory, technology development center & distribution center</p> <p>Launched STech Spring</p> <p>Launched Type HA Damper and Type HR damper</p> <p>WRC Rally Indonesia, Toyota Celica GT-Four, 4th overall</p> <p>WRC Rally Australia, Toyota Celica GT-Four, 9th overall</p> <p>Introduced training program for young Japanese drivers</p> <p>Rally New Zealand, Mitsubishi Lancer Evo, 10th overall and class victory</p>	 
1997	<p>Established employee stock ownership plan</p> <p>Completed Ikonobe factory</p> <p>Awarded by Japan New Business Conference for creating new market</p> <p>APRC China Rally, Toyota Celica GT-Four, 3rd overall</p> <p>APRC Malaysian Rally, Toyota Celica GT-Four, overall victory</p> <p>WRC Rally of Indonesia, Toyota Celica GT-Four, 5th overall</p>	
1998	<p>Completed Orimoto factory and moved headquarter factory to Orimoto, Tsuzuki, Yokohama</p> <p>Exhibited at AutoAsia in Bangkok, Thailand</p> <p>Launched Type NR Damper and Type NA Damper</p> <p>Launched Type RA Damper</p> <p>China Rally, Toyota Celica GT-Four, 3rd overall and APRC victory</p> <p>WRC Rally New Zealand, Toyota Corolla, 10th overall and 3rd in APRC</p> <p>APRC Malaysian Rally, Toyota Corolla, overall victory</p> <p>WRC Rally Australia, Toyota Corolla, 13th overall and 6th in APRC</p> <p>Carried out test run of rally car in Nihonmatsu, Fukushima</p>	   
1999	<p>Opened sales branches in Sendai, Yokohama, Nagoya, Osaka and Fukuoka</p> <p>Launched Type RE Damper and Type RS Damper</p> <p>Launched Type HT Damper and Type HG Damper</p> <p>Launched Type CS Damper</p> <p>Launched Type HE Damper</p>	
2000	<p>Implemented product warranty system</p> <p>Launched Type Wagon Damper</p> <p>Launched High.Tech Spring</p>	
2001	<p>Opened North-Kanto sales branch</p> <p>Moved Fukuoka branch to Onojo, Fukuoka</p> <p>Established subsidiary TEIN U.S.A., INC. in the United States</p> <p>Launched Type Flex Damper and EDFC</p>	
2002	<p>Acquired ISO9001 certification at all establishments, for Quality Management</p> <p>Listed on JASDAQ Market (current Tokyo Stock Exchange Standard Market)</p> <p>Established TEIN Taiwan, INC. in Taiwan ROC</p> <p>Launched Type Gravel Damper and G.Tech Spring</p>	
2003	<p>Moved headquarter, all factories, technology development center and Yokohama branch to Kamiyabe, Totsuka, Yokohama</p> <p>Moved Fukuoka branch to Chikushi, Fukuoka</p> <p>Established TEIN UK Limited in United Kingdom</p> <p>Launched Super Wagon Damper</p>	
2004	<p>Launched Super Street Damper</p> <p>Launched Hybrid Wagon Damper</p> <p>Fujimoto drove official 00 car in Rally Japan, the first WRC to take place in Japan</p>	

History of TEIN 2005-2014

Dawn of Overseas Expansion Reorganization of Domestic Network

TEIN celebrated 20th anniversary of its founding in 2005. Challenges started out at 23 sqm workshop has then grown into a global corporation. Brand-new lines of products; Super Drift Damper, Super Racing Damper, GT Wagon Damper and Specialized Damper, hit the market in this milestone year. All were designed to meet the needs of specific groups of customers, categorized by purposes of use and models, such as drifting, circuit racing and wagons. Expanding the product range was a clear indication of their intention to mark this 20th year as a starting point to the next stage.

The following year, 2006, Osaka branch moved to Itami, Hyogo, to incorporate service center, in order to enhance the customer support system as more and more new products were released. Broad range of products, such as Basic Wagon Damper, Basic Compact Damper and Super Compact Damper, were introduced to respond to even wider customer segments. Needless to say, adoption of M.S.V. (Micro Speed Valve) on to off-the-shelf items, to enable finer adjustment of damping force, could only be achieved by their vast experiences in rally events including PRWC. It was also this year that EDFC (Electronic Damping Force Controller) was renewed.

2007 was the year to push forward with reorganization of domestic sales network. Sendai and North-Kanto branches moved to Sendai, Miyagi and Saitama, Saitama respectively to establish service centers on-site, to enhance customer handling. Along with that, Basic-K Damper, S.Tech K-Special Spring and Euro Damper were launched to diversify product lines to cover broad range of vehicles from K-cars to European cars.

In 2008, Nagoya branch was moved to Kasugai, Aichi to co-locate service center. Looking abroad, TEIN Hong Kong Ltd. was founded, to gain a foothold in China and Asia market. Basic Flex Wagon Damper and Super Flex Wagon Damper were released this year, attracting users who emphasize both on street use and utility aspects.

While Nagoya and Fukuoka branches were shut down in 2009, establishment of TEIN Far East International Trade Company of China in Beijing, China further accelerated the deployment to the China market. Painting technique "2-Layer, 1-Bake" powder paint method, which improves both durability and appearance, was patented this year. 4x4 Damper, Flex Sedan Damper, Comfort Flex Damper, Flex Compact Damper as well as Flex-K

Damper hit the market one after another, laying out the framework for mass production of wide range of products for great varieties of vehicle models.

2010 marked the 25th anniversary. North-Kanto branch was consolidated to Yokohama branch and Osaka branch, together with its service center, was moved to Minoh, Osaka, to restructure the domestic network. Patrik Flodin, driving Subaru equipped with TEIN, won the PWRC series champion title this year, exhibiting on the global stage the fruition of TEIN's belief since its establishment that "motorsports is the proof of technology".

Street Basis Damper was launched in 2011, as an entry-level model for street use. Being reliable yet affordable, Street Basis opened the doors to wider spectrum of users.

In 2013, TEIN Shock Absorber Manufacturing (Jiangsu) Co., Ltd. was established in Jiangsu province of China, to build and maintain the local production system. It was the same year that Street Flex Damper and revolutionary EDFC Active were released.

Headquarter office, factory and Yokohama branch were moved to Totsuka, Yokohama in 2014, in order to effectively organize production, development and sales altogether in one place. Products launched this year were Mono Sport Damper and EDFC Active Pro. Continued evolution of EDFC series is the clear evidence of TEIN's further pursuit of integration of mechanics and electronics.

This decade from 2005 was the era to simultaneously promote production of wide variety of products, enhancement of customer service and organization of global network.

Relocation of Headquarters Restructuring Domestic Network

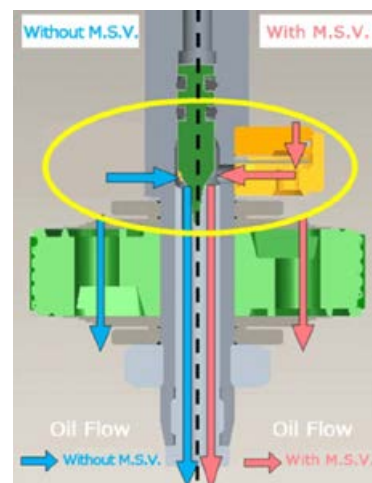
Efforts were made to expand the market over the decade since 2005, diversifying the product lines which include the release of Super Racing Damper and Mono Flex Damper. Besides domestic market, establishment of local companies in China and Thailand as well as expansion of sales network in Europe contributed to globalization of TEIN's business, just to name a few. Setting up own factory in Jiangsu, China in 2013 created good precedent for building foundation for localized production and supply system in area expected to see expansion and growth. In 2014, headquarter office, factory and Yokohama branch were integrated at the new premises in Totsuka, Yokohama, in order to facilitate the effective development, production and sales system. Domestic sales branches were also reorganized to boost customer satisfaction, by setting up service centers in major regions for strong support system.



State-of-the-Art Headquarter Building

M.S.V. (Micro Speed Valve) to Gain Speed

This feature called Micro Speed Valve (M.S.V.) is TEIN's unique damping force control technology first adopted to production series dampers in 2006. One thing worries drivers the most, when using sports type dampers on everyday streets, is rugged bumpy feel. This happens when dampers cannot sufficiently absorb impacts, rather receiving jolts directly, when going over uneven surfaces or small bumps. M.S.V. helps to generate sufficient damping force in micro speed range, to improve initial steering response and road holding performance, as well as ride comfort. This also effectively improve traction performance in sports driving.



Expansion of Product Lineups



Applications expanded rapidly.

TEIN expanded product lines strategically in this decade. With release of GT Wagon Damper in 2005, Basic Compact Damper and Super Compact Damper in 2006, applications covered not just sporty cars, but also wagons and compact cars. In 2007, product lines further expanded to include K-cars as well as European models, with launch of Basic-K Damper, S.Tech K-Special Spring and Euro Damper. 2009 and on, products like 4x4 Damper series and Flex Sedan Damper were added to broaden the coverage range to SUVs and sedans. To this point, TEIN's product series were defined and divided by vehicle models, but items like Street Basis Damper released in 2011 were aimed at younger generations and casual users, as simple entry-model height-adjustable dampers for everyday use, without damping force adjustment feature, offered at affordable prices. Also, further revolution of EDFC products was not to be missed.



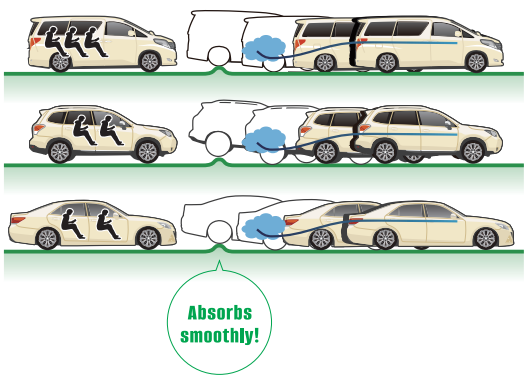
1 Leaders all gathered at the grand opening ceremony
2 Newly-built China plant in extensive grounds

Establishment of New Subsidiary in China in 2013

Yet another new subsidiary, TEIN Shock Absorber Manufacturing (Jiangsu) Co., Ltd., was established in Jiangsu province of China. Back then, China market was developing and growing at a rapid rate and automotive aftermarket was no exception with growing demands in compact cars and SUVs. By building the localized production base, they sought to cut costs by pursuing local procurement, in order to dodge risks of high production cost and fluctuations in exchange rate which they would otherwise face if they kept exporting from Japan. Having this new plant also meant to build strategic production hub for wider Asian markets and was indeed essential for TEIN to further enhance presence of their brand worldwide and to ensure sustained growth, not to mention localized community-based service. Another aspect was to enable in-house processing of Chromium plating, as surface treatment of piston rods.

TEIN's Patented Technology - H.B.S.

Conventional dampers have bump rubbers at their stroke limit to absorb impact when fully compressed and such rubbers cause large repulsive force. That's where TEIN's patented technology H.B.S. (Hydraulic Bump Stopper) comes in. A small valve set inside only gets activated at near full-bump to regulate oil flows in order to absorb and ease impact, greatly suppressing repulsive force from bump rubbers. As a result, vehicles are well stabilized even at big impact/jots and/or when bottoming out. This symbolic technology is used on many types of TEIN dampers.



Ignis Sport; Class-A2 Champion In Nürburgring 24 Hours in 2005



1 Fujimoto, getting feedback
2 Ignis (aka Swift), running for glory

A secret to #171 Suzuki Ignis Sport, by D-Rights Racing with Toyo Tires, which won A2 class victory, was that the machine had TEIN Type Flex Damper. Type Flex was an affordable twin-tube damper for street use, not for racing, to offer comfortable ride. It was such a remarkable accomplishment for street-spec dampers not just to survive harsh 24-hour long race in Nürburgring but to win the title. Though twin-tube dampers might not be favored by sports drivers, TEIN sure can exploit full potential, backed by their vast experience and skills.

2005-2014 Timeline of Events

2005	<p>20th Anniversary of establishment</p> <p>Launched Super Drift Damper</p> <p>Launched Super Racing Damper</p> <p>Launched GT wagon Damper</p> <p>Launched Specialized Damper program</p> <p>Enhanced support to young drivers and surging teams, aiming to succeed globally</p>	
2006	<p>Moved Osaka branch to Itami, Hyogo, to incorporate service center</p> <p>Adopted M.S.V. (Micro Speed Valve) system into mass-production items</p> <p>Launched Basic wagon Damper</p> <p>Launched Basic Compact Damper</p> <p>Launched Super Compact Damper</p> <p>Launched Mono Flex Damper</p> <p>Launched Comfort Sport Damper</p> <p>Renewed EDFC</p> <p>Teams & drivers using TEIN dampers excelled in PWRC</p>	
2007	<p>Moved Sendai branch to Sendai, Miyagi, to incorporate service center</p> <p>Moved North-Kanto branch to Sitama, Saitama, to incorporate service center</p> <p>Launched Basic-K Damper</p> <p>Launched S.Tech K-Special Spring</p> <p>Launched Euro Damper</p>	
2008	<p>Moved Nagoya branch to Kasugai, Aichi, to incorporate service center</p> <p>Established TEIN Hong Kong Limited in Hong Kong</p> <p>Launched Basic Flex Wagon Damper</p> <p>Launched Super Flex Wagon Damper</p>	
2009	<p>Closed Nagoya branch and service center</p> <p>Closed Fukuoka branch</p> <p>Established TEIN Far East International Trade Company of China, in the People's Republic of China</p> <p>Acquired patent for "2-Layer, 1-Bake Powder Coating"</p> <p>Launched 4x4 Damper</p> <p>Launched Flex Sedan Damper</p> <p>Launched Compact Flex Damper</p> <p>Launched Flex Compact Damper</p> <p>Launched Flex-K Damper</p>	
2010	<p>25th Anniversary of establishment</p> <p>Consolidated North-Kanto branch to Yokohama branch</p> <p>Moved Osaka branch and service center to Minoh, Osaka</p> <p>Patrik Flodin, using TEIN damper, clinched PWRC series champion title</p>	
2011	<p>Launched Street Basis Damper</p>	
2013	<p>Established TEIN Shock Absorber Manufacturing (Jiangsu) Co., Ltd. in P.R.O.C.</p> <p>Launched Street Flex Damper</p> <p>Launched EDFC Active</p>	
2014	<p>Moved headquarter factory and Yokohama branch within Kamiyabe, Totsuka, Yokohama</p> <p>Launched Mono Sport Damper</p> <p>Launched EDFC Active Pro</p>	

History of TEIN 2015-2025

Acceleration of Global Expansion and Major Leap Forward of TEIN Brand

In their 30th anniversary year, 2015, TEIN decided to take a path to the next phase, following their successful progress originating in motorsports activities since the establishment. TEIN Sales (Thailand) Co., Ltd. was built to deploy directly to South Asian market and the new factory in China opened to enhance localized productions, as Flex Z and Flex A were launched.

Flex Z incorporated the new sealed structure, to deliver both the performance and durability. New 'Replacement Service' was introduced for FLEX Z, in order to offer extra peace of mind to customers for long period of time after purchase.

Street-use items got the major makeover in 2017 with the release of Street Basis Z and Street Advance Z. Also, EnduraPro and EnduraPro PLUS were added, to expand their lines to high-performance OE-shape replacements. Their broad range of products further grew, supported by their unchanging stance on bringing motorsports-bred know-hows to greater number of people.

Suspension error canceller was first unveiled at SEMA Show 2018 in US. Unleashing new technology to the world did indeed show their brand's strong global presence. It was the same year that Flex AVS, EnduraPro SP Kit, EnduraPro PLUS SP Kit as well as

4x4 Damper Sport were released. Foreseeing the growth in SUV and crossover markets, 4x4 lines were fine examples of making good use of rally-gained technology into street products.

In 2019, TEIN held the business plan briefing on their worldwide strategic products, to redefine their entire global-scale management, by clearly focusing on the benefits of race-derived and market-oriented product development.

TEIN kept developing and releasing new products, such as EnduraPro HC PLUS, in the 35th anniversary year, 2020, in spite of the challenging social and economic conditions worldwide due to Covid-19.

In China, the second phase of construction, on-site warehouse, was completed in 2021, to meet ever-growing demands. They also obtained international certifications on ISO14001 (environment), ISO45001 (health & safety), ISO5001 (energy) and ISO9001:2015 (quality), further to strengthen their operating base, from sustainability and social responsibility standpoint.

Due to reconstruction of JASDAQ, TEIN was transitioned into Tokyo Stock Exchange Standard Market in 2022. They expanded solar power system to further reinforce environmental preservation.

With the release of RX1 and Mono Racing Spec R, the regime to cover broad range of products, from street to serious motorsports, was established. It was clear that they were emphasizing both on electronic and mechanical products.

EDFC5, the 5th generation of Electronic Damping Force Controller, was introduced in 2023, the same year that FS2 was released. The original Celica GT-Four, which won Safari Rally in 1995, was fully restored, in the hope of passing on the glorious history of motorsports and the pride of company to future generations.

In 2024, Zhengzhou Nissan Automobile adopted TEIN dampers as their OE on 20th anniversary version of Paladin. Getting race-bred dampers adopted for use in production vehicles spoke clearly of TEIN's strong brand power and high technological capability. Similar 4x4 Damper Gravel 2 was launched this year as well.

As they celebrated the 40th anniversary in 2025, TEIN products were selected as return gifts of Yokohama hometown tax donation scheme, highlighting yet another important aspect of their role in the local community. They also displayed their positive stance on passing down their development and brand values into the future, getting actively involved again in motorsports as "Castrol with TEIN".

This past decade, for TEIN, was the era of accelerating global expansion and deepening technology and brand. Their solid unchanged attitude toward product development since the foundation are still carried down through generations.



- 1 Sales base in Thailand, opened in 2015
- 2 Exterior of TEIN Australia office
- 3 TEIN Europe established in Poland

Thailand, Europe and Australia Global Expansion Shifting into High Gear

In 2015, the 30th anniversary year, TEIN strengthened both the production and sales structure in Asian market, by launching the new factory in China and establishing TEIN Sales (Thailand) Co., Ltd. This gave a big boost in structuring distribution network in Asean regions and in promoting overseas expansion. 2018 and on, they also enhanced activities in North America and Europe, attending the local trade shows and meeting with customers there, to acquire brand recognitions. The second phase of construction ended in 2021 at China factory and obtained various ISO certifications, proving their global-level corporate structure.

TEIN Europe sp. z o. o. was established in Poland in 2024 as a distribution hub for Europe, so was TEIN Australia Pty Ltd. in Australia to cover greater Oceanian countries. Asia, Europe, America and Oceania were all connected through their global network over this decade, exuding their strong presence worldwide.

Launch of EnduraPro series in 2017

Throwing back to 2007, TEIN was seeking ways to bring OE-shape shock absorbers to production. Back then, markets of advanced nations for performance ride-height adjustable dampers were showing the signs of shrinkage, while the demands for OE upgrade & enhancement dampers were growing in emerging nations where road conditions were not yet quite well-maintained. After 10 years of planning, TEIN finally released, in 2017, OE-shape EnduraPro series dampers which are highly durable, last two times longer than OE and offer superior ride comfort. So far, applications for more than 1,000 vehicle models were released globally and they aim to increase that number to 3,000 by 2030, exceeding competitors' lineups.



- 1 EnduraPro to meet underlying demands for superior quality ride
- 2 Releasing new products to withstand poor road conditions in China and Asean nations



Environmentally-friendly solar panels (photo taken in 2023)

In 2022, TEIN announced their plan to expand production to reach 120 million dampers per year

TEIN's first-ever foreign factory in Suqian, China, opened in 2013, attracted attention for its large premises and production capability. 260 employees work at this state-of-the-art factory with automated inspection equipment, for highly efficient and accurate production, in the total site area of approx. 21,000 sqm. With the maximum daily production capacity of 4,000 dampers, they first planned to produce 300,000 annually, then to increase gradually to 600,000, 900,000 until finally reach 1.2-million target. They were actually manufacturing 300,000 annually by the year 2022 and were operating flexibly to meet market trends. This factory in China will be the future hub for whole Asian market and eventually be the mother factory of TEIN group.

Adopted as OE for Paladin in 2024

In 2024, TEIN suspensions were adopted by Zhengzhou Nissan Automobile for their SUV called Paladin. Limited version of Paladin was specially designed to commemorate its 20th anniversary and only 200 were released. They are equipped with TEIN 4x4 Damper Gravel 2 and carry "TEIN INSTALLED" emblem, clearly showing that TEIN damper is indeed adopted as OE component. One of the reasons for this adoption is that TEIN can produce and provide such dampers locally and steadily at Suqian factory. Though they were only available on limited models, such solid achievement surely leads to future expansion of OEM business.



- 1 Fujimoto with camera smile (in the middle)
- 2 Paladin demonstrating its run
- 3 TEIN products on display at launch event

Return gifts of 2025 Yokohama tax donation



Multiple TEIN products to choose from

City of Yokohama selected TEIN dampers produced at Yokohama HQ factory as return gifts of hometown tax donation program in 2025. Selectable products include full-length ride height adjustable FLEX Z kits, as well as RX1 for minivans and sports-use Mono Sport, all of which are mass-production items highly regarded both inside and outside of Japan. Online donation sites list available applications for tax payers to choose from. Providing locally-produced high-value-added products as return gifts promotes growth of regional industries and conveys company brand, effectively appealing TEIN's technology and Yokohama's manufacturing excellence.

2015-2025 Timeline of Events

- 30th Anniversary of establishment
Established TEIN Sales (Thailand) Co., Ltd. in the Kingdom of Thailand

2015 Adopted "sealed (crimped)" structure for Flex Z Damper
Started offering "Replacement Service"
Held grand opening ceremony at new China factory
Launched Flex Z Damper
Launched Flex A Damper
- 2017 Launched Street Basis Z Damper
Launched Street Advance Z Damper
Launched EnduraPro Damper
Launched EnduraPro PLUS Damper
- 2018 TEIN suspension error canceller, first revealed at SEMA Show
Launched Flex AVS Damper
Launched EnduraPro SP Kit
Launched EnduraPro PLUS SP Kit
Launched 4x4 Damper Sport
- 2019 Held information session, for business plan of worldwide strategic products
- 2020 35th Anniversary of establishment
Launched EnduraPro HC PLUS Damper
- 2021 Completed 2nd construction phase of China factory (warehouse)
Acquired ISO14001 certification, for Environmental Management
Acquired ISO45001 certification, for Occupational Health & Safety
Acquired ISO50001 certification, for Energy Management
Acquired ISO9001:2015 certification, for Quality Management
- 2022 Expanded solar power system
Transitioned into Tokyo Stock Exchange Standard Market
Launched RX1 Damper
Launched Mono Racing Spec R Damper
- 2023 Held test ride event, for EDFC5 - the 5th gen of Electronic Damping Force Controller
Held test ride event at circuit, for EDFC5
Held factory tour and test ride event at China factory
Launched EDFC5
Launched FS2 Damper
Restored the 1995 Safari Rally winning car; Celica GT-Four
- 2024 Held factory tour at China factory
TEIN dampers adopted as OE on 20th anniversary version of Paladin by Zhengzhou Nissan Automobile
Launched 4x4 Damper Gravel 2
- 2025 TEIN products selected as return gifts of Yokohama hometown tax donation
40th Anniversary of establishment
Established TEIN Manufacturing (Thailand) Co., Ltd. in the Kingdom of Thailand
Held press conference for announcement on Castrol with TEIN motorsports participation

TEIN Goes Global

TEIN's extensive network around the world

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TEIN Sales (Thailand) Co., Ltd.

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TEIN Manufacturing (Thailand), Co., Ltd.

Samutprakarn Thailand

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Yokohama Branch

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Phone: +81-45-810-5501

TEIN, headquartered in Yokohama, Japan, is building trust worldwide, with the latest technology and reliable quality, through its extensive international network. Their ability to respond swiftly, precisely yet flexibly to different needs leads the industry. Working together for constant innovations, they continue to create far-sighted value.



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TEIN Australia Pty Ltd

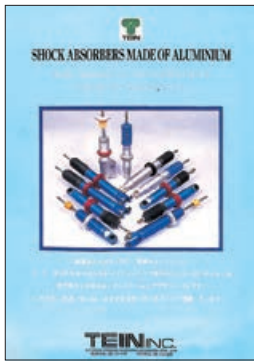
Unit 37, 53 Jutland Way, Epping, VIC 3076 Australia
Phone: +61-3-9008-4548

Osaka Branch

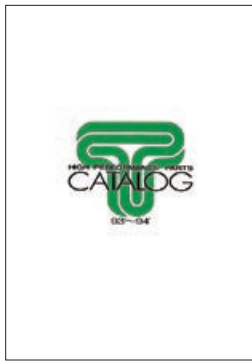
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Phone: +86-527-80700991



1992



1993



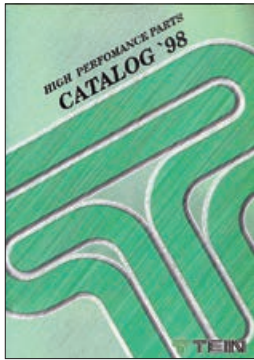
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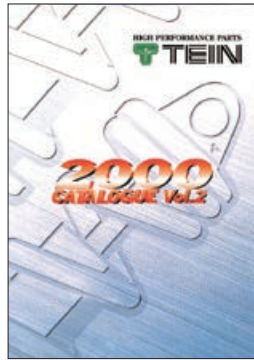
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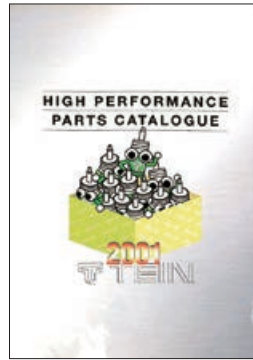
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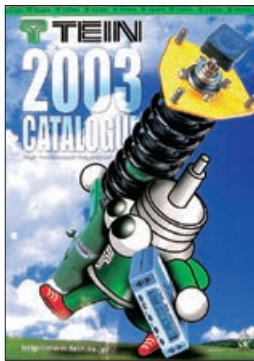
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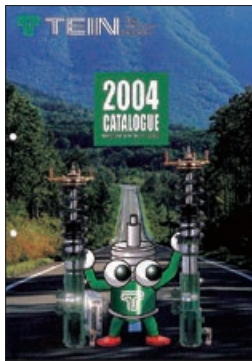
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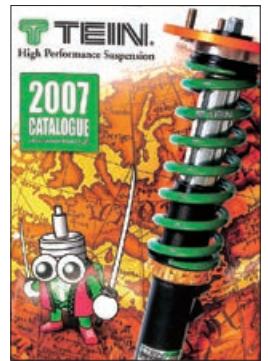
2004



2005



2006



2007

These pages showcase generations of TEIN product catalogues. The very first one, on upper left corner, is kind of rare designed in blue, as it was published before the corporate color was set to green. From the second one, the graphic initial “T” logo is put on the cover, until late 1990s when pop

illustrations of logo and suspensions began to appear.

Beloved mascot, Dampachi, made its debut, or more like an outbreak, on the cover of 2001 catalogue. Following that, combinations of Dampachi and suspensions appeared over the course of years.

From 2008, the cover was redesigned with cars and suspensions, later making the year more visible.

On 2012 cover, the collage of 6 different demo cars was put to visually appeal to customers that TEIN’s applications cover wide variety of vehicle types, from sports cars to sedans and mini-vans.

Historical Catalog

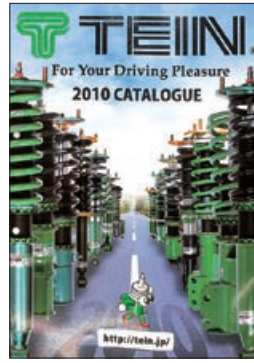
Chronicle of TEIN catalogues, that decorated 40 years of history



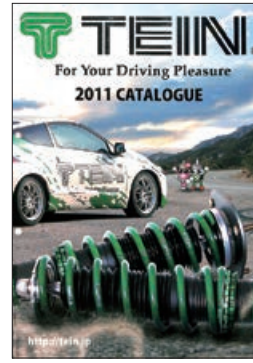
2008



2009



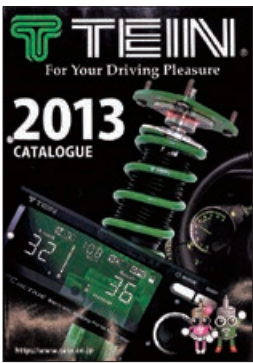
2010



2011



2012



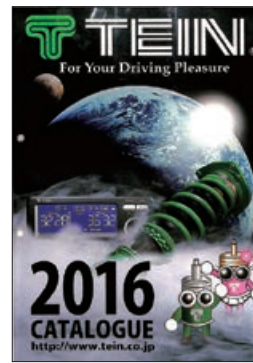
2013



2014



2015



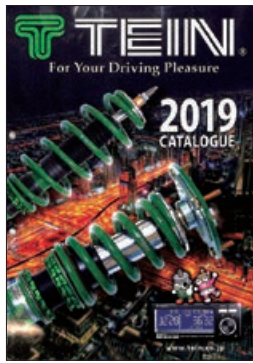
2016



2017



2018



2019



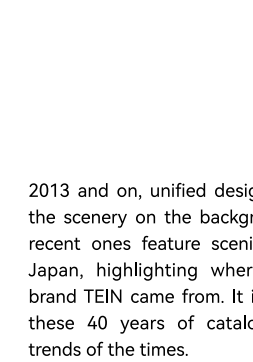
2020



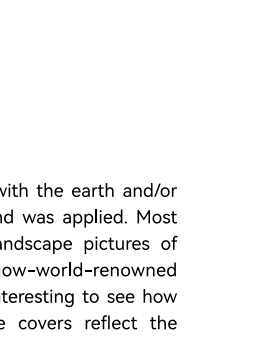
2021



2022



2023



2024



2025

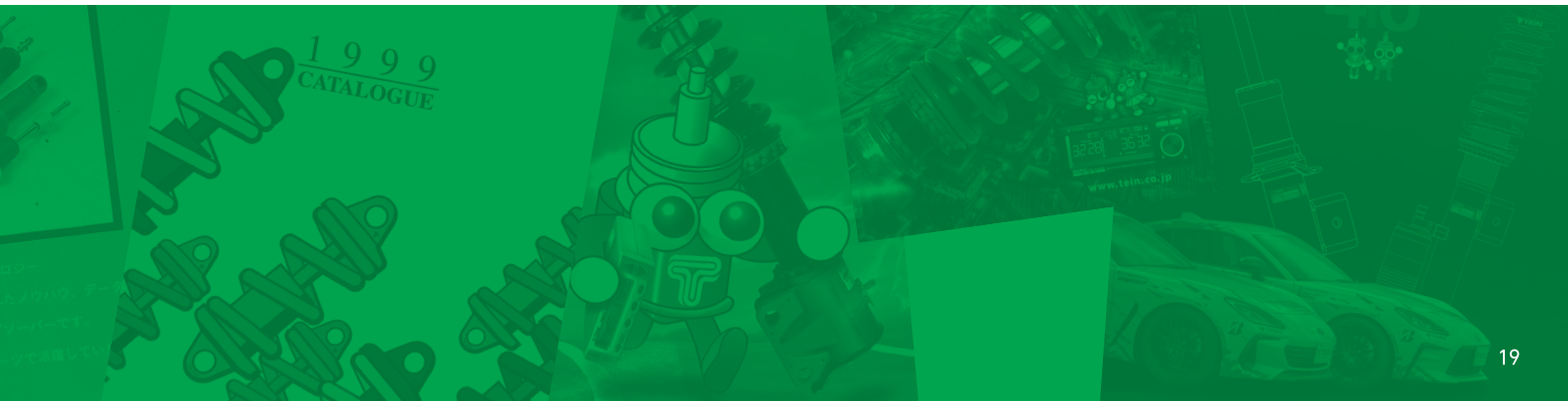


2026



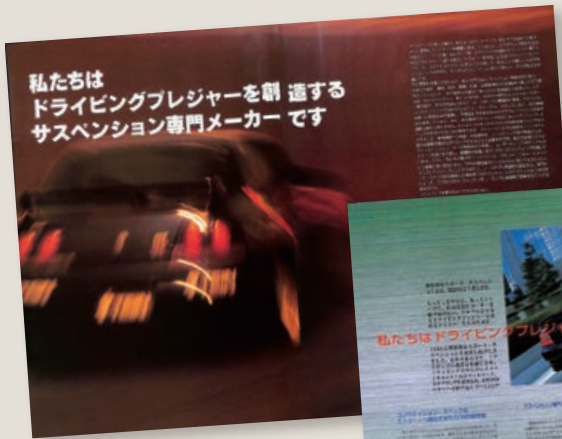
2027

2013 and on, unified design with the earth and/or the scenery on the background was applied. Most recent ones feature scenic landscape pictures of Japan, highlighting where now-world-renowned brand TEINI came from. It is interesting to see how these 40 years of catalogue covers reflect the trends of the times.



TEIN in data

Analyzing TEIN in numbers & figures



Enduring, Abiding Philosophy *For Your Driving Pleasure*

Everything they do, they do it for customers' driving pleasure.

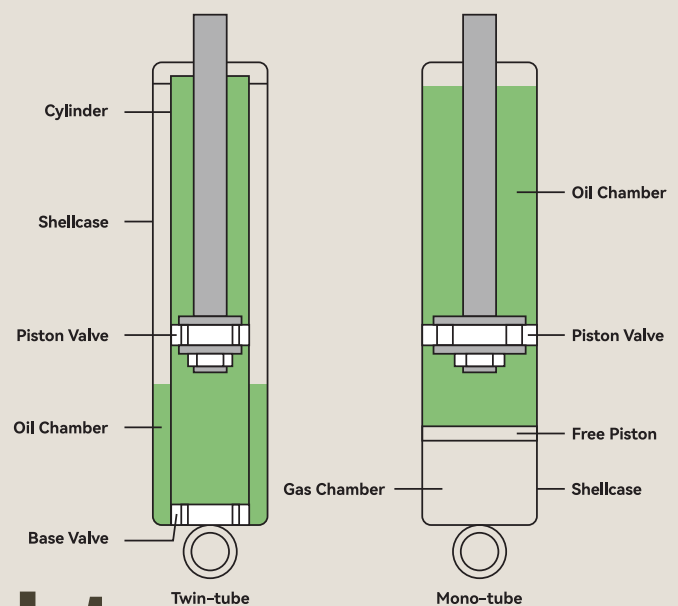
One of the key phrases they attach much value to is "the pursuit of driving pleasure". That's what they emphasized repeatedly in their product catalogues and magazine ads and that's where they stand since the establishment. A car is not just one of the means of transportation between points A and B. It should, instead, bring stimulating experience through all five senses and pure joy of driving. Pursuing the ideal bliss-out ride in a serious manner, to deliver aggressive mobility to get drivers in earnest. Making more and more people experience the true pleasure of maneuvering cars and the view of the world unfolded by driving ... that's what TEIN hopes for.



Twin-tube

Mono-tube

Suspension structures are broadly divided into 2 types; mono-tube and twin-tube. Shell case on mono-tube suspension works as a cylinder and oil, gas and piston valve are all set inside that single tube. Twin-tube has a separate cylinder set inside a shell case and a piston valve moves up and down within an inner cylinder. In general, mono-tube dampers are preferred for track and rally competitions, while twin-tubes are believed to be more suitable for city/town streets. TEIN is offering both, deriving the maximum benefits of each, to meet various customer needs. Twin-tube structure is somewhat complicated, with many parts & components used, and requires great accuracy in processing and assembling such parts. Their outstanding capacity for technology and development is the key for them to stand firm in their "Nitouryu" (dual-welding) principle.



TEIN to stick to the "Nitouryu" Basics

99.6% Brand Recognition in the U.S.A.



TEIN published the booklet called "All About TEIN" back in March 2007, thoroughly portraying the appeal of TEIN brand, with main focus on their proud technologies. This booklet had an article titled "Amazingly high profile, the TEIN brand name is known by 99.6% shops in U.S." It tells the story from the time before TEIN even made their official entry into the US market. Fujimoto spent 2 years, for marketing purposes, to visit over 500 auto shops in US and only 2 weren't aware of TEIN. Since then, TEIN raised their international profile in the automotive aftermarket, by actively getting involved in motorsports activities worldwide, including World Rally Championship.



10 Million Strokes Durability, Put to the Test

Once the suspension is developed and designed, the very next step TEIN takes in prior to mass-production is to test for endurance, by stroking ten million times by machine continuously day and night. 4 dampers are put on special testers and tested for about 2 months nonstop – that's equivalent to 5 years' worth of work load. To recreate the environment under which dampers work the most on streets, piston speed on those testers is set to 0.6m/s. Temperature inside test dampers, under such harsh conditions, can even reach 100°C. After the test, dampers are disassembled and all the inner parts and components are inspected for abnormality. That combined with testing on actual cars in Super Endurance race and rally events, highly reliable TEIN dampers are brought to life.

Commended by Newspapers, Publishers and Event Organizers

TEIN, in its 40-year history, put numerous fascinating products out into the global market, backed by their exceptional capacity for product development, in-house production and unique technology. Here are only a few of all the major awards TEIN received home and abroad. EDFC series products, which made stunning debut in 2002, have received a trifecta of awards; "Best Product Award 2014" by Nikkan Jidosha Shimbun (Japan Automotive Daily), "Car Goods of the Year 2014" by Car Goods Magazine which specializes in auto supplies and "SEMA 2023 Global Media Awards" by the organizer of SEMA Show in US. Since FLEX Z won "Parts of the Year Awards" for the first half of 2017, TEIN received total of 11 awards by Minkara (online car community in Japan) so far for various products. Bet they keep winning prizes in the future.

Car Goods of the Year 2013,
by Car Goods Magazine



Media Awards 2023,
by SEMA Show



Parts of the Year 2017,
by Minkara

Best Product Award 2014,
by Nikkan Jidosha



The Future

TEIN's Path to Ideal Future

"Providing ideal suspension system for drivers in pursuit of ultimate driving experiences." TEIN's origin, of producing suspensions, lies in motorsports and that's never changed for 40 years after its founding. It is essential for them to keep refining their skills in motorsports where even 1/1000 second can be decisive in winning. Valuable data acquired by participating in competitions is applied to all TEIN products for street use.

TEIN, the suspension specialist, does planning, development, prototyping, testing, manufacturing and quality control, all in-house. Such integrated system allows them to pursue the highest level of performance in parts and components, in each and every step of the way. And, that's how they can provide suspensions most suitable for various surface conditions, from circuit/track, rally, dirt trial, tarmac to even off-road.

In a way, uses on streets expose dampers to the toughest conditions. While circuit and/or rally demand ultimate performance, everyday streets not only require premium sporty ride but also the most suitable configuration for production cars. TEIN, in recent years, is offering multifunctional products, including full-length adjustable dampers for mini-vans and dampers to provide optimized comfort in all seats.

Moreover, TEIN offers the program called "Specialized Damper", under which dampers can be made to order from scratch, for those who can't find ready-made products to customize their cars and/or just want to refurbish suspensions on classic cars, etc.

In the era of rapid-fire changes, what people want and expect from suspensions keep changing also, but TEIN's basic stance, which was shaped at the time of founding when Ichino and Fujimoto were still actively involved in rally, to deliver desired products remain unchanged and is valued unfailingly.

TEIN's passion, ceaselessly passed down from generation to generation, is reflected to their products and that's what separates TEIN from other manufacturers.



Keepsake picture, soon after establishing TEIN. Their passion for rally competitions overlaps with TEIN's deep devotion for producing suspensions.

Quality Policy

To constantly improve effectiveness of quality management system, aiming to improve customer satisfaction.

TEIN, INC. adopts the quality policy that we practice and live by the corporate creed;

1. Our motto is "Action before criticism, Challenge to our goals, and Quick completion of our tasks."
2. Our products come with "Safety, High Quality, and Reasonable Prices."
3. Our basic attitude is "You can do anything, if you set your mind to."

to satisfy applicable laws, regulations, standards and customer needs, to develop and manufacture safe and reliable suspensions for passenger vehicles as well as motorsports vehicles, and to provide such products to customers in good faith and with cordiality.

All TEIN entities and employees shall fully understand and act upon this quality policy.

October 1st, 2002

Hakaru Ichino

Representative President of TEIN, INC.

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For Your Driving Pleasure