



News Release

TAKATA CORPORATION
TSE 7312

**Takata launches second edition Child Guard 1.0 in
collaboration with Isetan Mitsukoshi**

On sale at Isetan Mitsukoshi stores from tomorrow

Tokyo, September 14, 2016 – Takata Corporation, a leading global supplier of automotive safety systems such as seat belts, airbags, and child seats, today launched a second edition of 'Child Guard 1.0', an ISOFIX child seat collaboration with Isetan Mitsukoshi Holdings Ltd. It will be available at Isetan Mitsukoshi department stores and online stores from September 14.

The previous collaboration by the companies, the takata04-i fix child seat which went on sale in 2014, received good reviews as it incorporates a base and seat that can be separated, allowing easy installation in vehicles. The limited second edition ISOFIX Child Guard 1.0 being added to the line-up this time includes a rotating function much in demand from parents. The child seat can be easily maneuvered to face the door, reducing the burden on parents by making it easy to get the child in and out of the vehicle. The child seat has a sophisticated finish, with a seat cushion in a rich black color that will complement any vehicle's interior.

The incorrect installation of child seats is common globally, and a 2015 joint survey by the Japan Automobile Federation and the Japanese police concluded that about 54.5% of respondents were using child seats incorrectly. A common factor in this incorrect usage was that the vehicle's seatbelt was not sufficiently tightened. In order to prevent this kind of error, the ISOFIX system has become the international standard as it avoids using seatbelts by attaching directly to special attachment points manufactured into the vehicle. Takata first started advocating the ISOFIX system as an international standard at international conferences in the late 1980s and has been developing its own ISOFIX products since 1997.

Takata aims to further propagate the usage of ISOFIX child seats through the sale of this limited edition Isetan Mitsukoshi model.

Limited edition Isetan Mitsukoshi model



Availability

Nihonbashi Mitsukoshi 6F, Baby Salon

Tel: 03-3241-3311

Shinjuku Isetan 6F, Maternity Shop

Tel: 03-3352-1111

Mitsukoshi Online Store <http://mitsukoshi.mistore.jp/onlinestore/index.html>

Isetan Online Store <http://isetan.mistore.jp/onlinestore/index.html>

Price: ¥80,000 (excluding tax)

Color: Black

■ To learn more about this article please contact:

Takata Corporation Public Relations Office

■ Takata Corporation

• Company name	Takata Corporation
• Founded	1933
• Head office	ARK Hills South Tower, Roppongi 1-4-5, Minato-ku, Tokyo, Japan
• Representative	Shigehisa Takada, Chairman & CEO
• Capital	¥ 41,862 million (as of March 2016)
• Sales	¥ 718,003 million (FY April 2015 - March 2016)
• Employees	50,530 (consolidated, as of March 2016)
• Global network	57 plants in 21 countries spanning Japan, Asia, Europe and the Americas (as of March 2016)
• Main business	Manufacture and sale of automotive seat belts, airbags, steering wheels, interior trim and child restraint systems

Tel. +81 (0)3 3582-1293

www.takata.com