

**Yokowo will take part in
10th World Congress and Exhibition ITS Madrid 2003, Spain to get publicity for its
products and technical competence to European in-vehicle products market**

Yokowo Co., Ltd.
7-5-11 Takinogawa,
Kita-Ku Tokyo, Japan
Tel : 03-3916-3111 (Rep.)

■ Summary

We at Yokowo Co., Ltd. will take part in 10th World Congress and Exhibition Intelligent Transport Systems and Services 2003 (ITS Madrid 2003) and will get publicity for our technical competence by focusing on our advanced vehicle antennas, which are the key device of ITS/vehicle multimedia field.

(The exhibition will start on Oct. 17, 2003)

■ ITS World Congress Outline

World Congress and Exhibition Intelligent Transport Systems and Services)

This is the congress and exhibition aiming to popularize the ITS. The congress and exhibition is held in the principal cities of the world by turns.

More than 4,500 entities are expected to participate the world congress besides 250 entities to the exhibition according to the organizer.

■ Current status on European in-vehicle products market

In European in-vehicle products market, a growth in the Telematics field is expected. Especially in the car navigation field, a demand on GPS antennas is expected to grow even further since fitting the car navigation system as standard equipment is well underway.

In addition, the Fleet Management System (FMS) Market is also expected to grow as a new market field. The FMS is the service that utilizes the GPS and Cellular network. In this market, expected services are not only fleet managing but also traffic/local information exchange by vehicle-roadside communications, mayday system, antitheft system, auto tolling system, etc. along with diversification of transmission method and/or needs on high capacity data transfer, therefore compact multiband antennas are demanded.

■ Our efforts

We, at the company aiming at business expansion in Europe, have been strengthening a promotion activity against Japanese and European auto manufacturers by proposing world No.1 market share GPS antennas for the car navigation and unique products based upon our minimization technology.



We consider that the exhibition is an enormous opportunity to introduce our products and technical capabilities, in addition aim to get publicity and commercial opportunity by exhibiting various latest vehicle antennas and associated products build on our unique antenna technologies, microwave technologies, in-vehicle antenna technologies.

Booth information

Booth No.: 127, Hall 9

Products exhibited : GPS antennas, Tel/GPS Combo antennas
Micro Antennas, AM/FM/Tel Combo antennas
Electronic Toll Collection (ETC) antennas
SDARS (XM, Serius) antennas
Film antennas, Spoiler antenna
AMP for glass antenna systems
Various ceramic antenna and others

* ITS Madrid 2003 outline

·Official Name of the show : 10th World Congress and Exhibition
Intelligent Transport Systems and Service
·Location : Juan Carlos I Exhibition Center
·Show period : Nov. 16~ Nov. 20, 2003
(The exhibition will start on Nov. 17, 2003)
·Theme : Solutions for today and tomorrow
·Organizer : ERTICO(ITS-Europe)

Enquiries about this new release to:
Secretariat & Public Relations Sec.
TEL.+81-3-3916-3111