



TOYODA GOSEI

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Toyota Gosei Launches Sumptuous Faux Leather Steering Wheel *To be used on Lexus RX*

Kiyosu, Japan, December 21, 2022: Toyota Gosei Co., Ltd. has developed a luxurious faux leather steering wheel for users who prefer leather-free products that do not use real animal leather. Needs for such products are rising out of concerns for animal welfare and the environment. Toyota Gosei's new faux leather steering wheels will first be used in a leather-free package for Toyota Motor Corporation's Lexus RX.

Toyota Gosei is developing a range of automotive materials and decorative technologies to respond to diverse market needs. For steering wheels, the company has a lineup of luxury specifications using real leather and real wood in addition to general urethane products. The steering wheels to be used on the Lexus RX were developed in cooperation with Seiren Co., Ltd., and achieve a feel suitable for premium cars while using faux leather. A special coating is applied to the surface to give a smoother and softer feel while also preventing surface deterioration from components in sweat or cosmetics.



Leather-free steering wheel