

August 30, 2019

Hitachi Automotive Systems Measurement, Ltd.

Notice of Change of Company Name and Brand

The company became independent from the Hitachi Group on February 1, 2019 and will change its name to Tokico System Solutions, Ltd. from September 1. We will start anew based on the mission of “supporting the evolution of secure, safe and efficient energy infrastructure through the creation of new value to contribute to future society.” Tokyo Kiki Kogyo, Ltd (the former Tokico) was established in 1937 and subsequently carved out a history and track record spanning 82 years. We will inherit the long-patronized brand name “Tokico” by crowning our company name with it.

The company has the three strengths below.

- [1] Energy and liquid measurement technology that can provide reliable information in real-time
- [2] Know-how rooted in the field on the handling of hazardous materials for diverse customers
- [3] Engineering capabilities able to provide high quality solutions

Based on these strengths, we will aim to become the leading player that develops new markets, contributes to society and provides comprehensive system solutions by providing the solutions for secure, safe and efficient operations that customers need in the energy infrastructure domain through the provision of systems that utilize new technologies such as AI and the IoT, etc.

The new Tokico logo has been designed under the concept of the brand image we will aim for. The line at the center of the logo is imbued with the meaning of “linking people and energy to create a new future.” In addition, the tag line “Actuating Change” means we will “initiate change” and presents our attitude of taking on the challenge of a new era with courage.

We will strive even harder to meet the expectations of our customers so please continue to give us your patronage in future too.



The new Tokico logo