

A beautiful Japanese resource, flowing into steady recycling.

Unique and rich texture, elegant luster, and a smooth, refined touch

Bamboo is more productive than trees. It can be used sustainably with a little care, but without proper management, it may overrun forests and damage satoyama.*

* those delicate borderlands between mountain foothills and arable flatlands.

Tokai Rika has a long history of producing bamboo steering wheels. Together with fellow makers, we successfully created a value-added bamboo material, BAMBOO+, to help build an affluent society and live in harmony with nature and local communities.

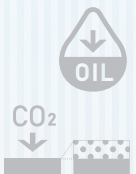


Environmental Responsibility



- Contains up to 55% Japanese bamboo, fiberized using our proprietary technology, halving the use of petroleum-based materials.
- Lowers CO₂* by reducing decorative processing.

* Compared to conventional petroleum-based resins such as ABS and PP



Safety & Reliability



- Delivers automotive-grade quality through bamboo fiber reinforcement.
- Compatible with existing injection molding equipment.



Local Sustainability



- Supports healthy satoyama bamboo groves through responsible harvesting.
- Contributing to local communities and sustainable development.

