

November 4, 2011

To whom it may concern:

Sekisui House, Ltd.
President & COO: Toshinori Abe
Head Office: 1-88, Oyodonaka 1-Chome,
Kita-ku, Osaka 531-0076 Japan

“The 42nd Tokyo Motor Show 2011”

Sekisui House, the first housing manufacturer on exhibition

– Thinking “Green First”: Proposing a new connection between EVs and Smart Houses –

Sekisui House Ltd. has decided to participate in “The 42nd Tokyo Motor Show 2011” (Organizer: Japan Automobile Manufacturers Association, Inc.) at Tokyo Big Sight, held from Friday, December 2 to Sunday, December 11, 2011 (Open to public from Saturday, December 3), as the first housing manufacturer joining the event.

The [SMART MOBILITY CITY 2011] Project will also be held at the Tokyo Motor Show 2011, theming “The Future for Humans, Automobiles and Cities brought about by Cutting-Edge Technologies in Information, Environment and Energy”.

As a leading company for Smart Housing, Sekisui House has always utilized the latest technology to contribute in the prevention of global warming through our “Green First” projects, providing environmentally-friendly housing models which also support healthy and comfortable lifestyles.

For the upcoming exhibition, we will introduce the relations between EVs and Smart Houses from our “Green First” aspect.

■ About “Green First”

“Green First” is our environmentally-friendly housing model which secures comfort and economic efficiency through safe and reliable high-quality housing united with solar power generation and fuel cells, greatly decreasing CO2 emissions and electricity consumption. In light of the present electricity conservative society, our “Energy-creation” functions are attracting much attention; such as backup power made by solar power generators during power failures, and solar power generation and fuel cells independent from system power supplies.

Contact information regarding this release:
Public Relations Department, Sekisui House Ltd.
(Osaka office) TEL06-6440-3021 (Tokyo office) TEL03-5575-1740



積水ハウスは環境省認定
「エコ・ファースト企業」として
「チャレンジ25」に取り組んでいます

