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JOHN KOENIG TO LEAD AISIN MARKETING EFFORT

Auto marketer brings more than 25 years experience to new position at rapidly growing Tier One

For Immediate Release

PLYMOUTH, Mich. Oct. 18, 2006 – Aisin World Corp. of America (AWA), one of the world's leading Tier One automotive components suppliers, today announced that it has hired John Koenig, a former Toyota Motor Sales, USA, Inc. (TMS) executive, to lead the marketing effort of the Plymouth, Michigan-based company. Koenig's position as vice president of sales and marketing is effective immediately, according to AWA Executive Vice President Don Whitsitt, who made the announcement.

Koenig, who had been a marketing and planning consultant for AWA since 2002, is now responsible for the marketing effort of the company's sales offices in Chicago and Plymouth, as well as its automotive aftermarket sales headquarters in Torrance, Calif., where he is based. Koenig is also responsible for AWA's external affairs and public relations.

Prior to his involvement with AWA, Koenig spent 25 years with TMS in a variety of executive positions, including Corporate Product Planning Manager; Vice President, Motor Sports; and President, Toyota Racing Development. He left TMS in 2002 as Vice President, Product Development and Marketing, Toyota Industrial Equipment. Prior to his career with Toyota, Koenig spent eight years as an advanced vehicle development engineer with Ford Motor Company.

Koenig earned a B.S. Degree in Mechanical Engineering from Western Michigan University, and an MBA in Management from Wayne State University. A member of SAE International and SEMA, Koenig is also a member of the board of directors of the Torrance, CA. South Bay YMCA. He resides in Palos Verdes Estates, CA. with his wife, Cindy, and their children Colby and Callan.

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