

April 16, 2010

Press Release

**Morita to present forest fire fighting truck at the world's largest international trade fair for public safety INTERSCHUTZ 2010, Leipzig, Germany:  
Major improvement in fire control efficiency, information gathering, and communication in fighting forest fire**

**\*Design registration and patent pending**

Morita Corporation (headquartered in Sanda, Hyogo and Tokyo and headed by president Masahiro Nakajima), a 100 % subsidiary of Morita Holdings Corporation (headquartered in Osaka and Tokyo, lead by president Masahiro Nakajima, stocks listed on Section 1 of TSE/OSE), which develops, manufactures and sells fire fighting trucks, will present a concept car for fighting forest fire at **INTERSCHUTZ 2010**, the world's largest international trade fair for public safety, which will take place from June 7 to June 12, 2010 in Leipzig, Germany. The development of the concept car focused on innovative design and functionality, which will prove effective during fires in forests where sharing of information is more difficult than in urban fires. Further, as water access is limited during forest fires, it is equipped with our revolutionary CAFS (compressed air foam system), which allows for high fire fighting performance with the use of less water.



Forest fire fighting concept car

In August 2008, a forest fire that occurred in Northern California in the US destroyed 650,000,000 square meters of forest. In February 2009, 4,500,000,000 square meters of forest was lost in a fire in the southeast area of Australia. Moreover, there are over 2,000 cases of forest fire every year in Japan. Large-scale forest fires, hence, are on the increase worldwide. It has been reported that these fires have caused loss of forest resources, decrease in organisms, environmental deterioration, and smoke pollution, which are then affecting our society, economy, health, and life.

To deal with such increased frequency in large-scale forest fires, many countries are beginning to recognize the importance of taking measures to control forest fires. In October 2008, an international conference on “controlling damages from large scale forest fires” was held in Greece, where the participants pointed out the importance of initial fire control and prevention of spreading of fire. In

forest fires, fire fighters may not have access to the public infrastructure they normally do in urban fires. This means that it is necessary to ensure that there is good sharing of information among the land and aerial operation teams and the headquarter during forest fires that is apt to spread to different directions according to the weather and forest conditions. Therefore, for a fire fighting truck to operate effectively under such conditions, it must be equipped with functions that allow for data communication, regardless of the location. With these factors in mind, our concept car has been designed to serve as a communication base during forest fires.

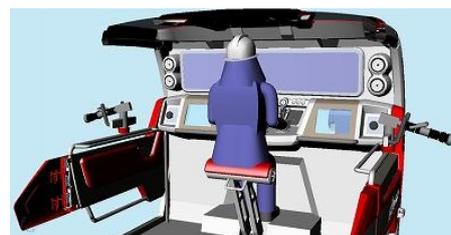
## ■ Main Features

- In the rear of the driver's cabin is an operation deck that allows for the exchange of information with the fire fighting headquarters and aerial teams (helicopters).
- On either side of the operation deck, there is a deck gun (MORITA original, Eco Fighter Nozzle), allowing fire fighters to carry out fire control activities while the vehicle is running.
- In the rear part of the vehicle, there are polypropylene water tank and an elevating cabinet that houses equipments for forest fire control and new CAFS unit.
- On either side of the vehicle, there is a motor-driven oil hydraulic cabinet, which can be lowered to an adequate level by opening a gull wing door.
- The gull wing doors are equipped with LED lighting (150 W), which lights up both the sides of the vehicle for better operability.
- On the roof area, there are 600 W (150 W × 4) motor-driven water pressure elevating pole LED lighting as well as a camera.
- The new CAFS operation unit in the rear section of the vehicle has been redesigned to include a large size touch panel.
- The body has been designed to express robustness and dynamism associated with protection of forests.

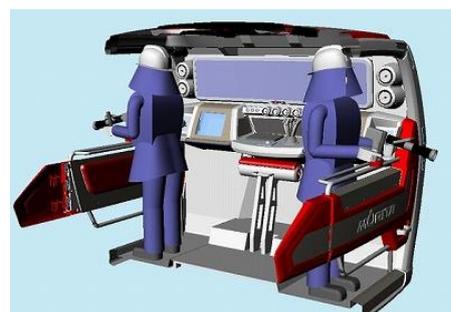
■ Dimensions: Length 7.17 m × Width 2.49 m × Height 3.61 m

■ Gross Vehicle Weight (Approx.): 9.5 ton

■ Capacity Seats: 4



Operation deck that allows for sending/receiving information



It is possible to carry out fire control activity when the vehicle is running.



Open side/rear doors and elevating cabinet

### For inquiries

Press inquiries: Kyoko Morita, Corporate Communications Dept., Morita Holdings Corp.

TEL.+81-(0)3-5777-5088 E-mail:Kyoko.Morita@morita119.com

Other inquiries: Tetsuo Kawaguchi, Overseas Operation Dept., Export Division, Morita Corp.

TEL. +81-(0)3-5777-5078 Email: Tetsuo.Kawaguchi@morita119.com