FOR IMMEDIATE RELEASE

SHOWA Enters Off-Road Market with New Line of High-Performance Shocks at the 2026 SEMA Show

'Control. Mastered.': SHOWA Performance Brings Race-Proven Two-Wheel Technology to Trucks, Jeeps & More

LAS VEGAS, Nov. 3, 2026 – Astemo Americas, Inc. today announced the launch of the SHOWA Performance premium shock brand, its first product offering built for four-wheel vehicles, bringing a podium-proven, 60-plus-year legacy from two-wheel racing to the off-road truck and SUV market. The new SHOWA Performance product line will be on display in the brand's 2026 Specialty Equipment Market Association (SEMA) Show booth (#55217).

Available in early 2027, the new line ranges from entry-level to race-ready shocks, with applications for today's most popular off-road vehicles and custom builds. Designed and manufactured in the USA, every single SHOWA Performance product delivers on one core principle: "Control. Mastered."

"SHOWA has spent decades winning on two wheels, and everything we've learned is built into these shocks," said Nathan Beskow, general manager of SHOWA Performance. "Enthusiasts want to push hard on the trails, dunes, rocks and track – and they want more control and consistency from their shocks. We're bringing that knowledge to four wheels, and we'll keep innovating every step of the way."

As the products roll out across North America in 2027, the SHOWA Performance brand will be proving its technology at many popular off-road races and events, including King of the Hammers, the Ultra4 series and Jeep Jamboree USA. The brand's racing program will be led by Director of Motorsport Brian Novak.

"We're ready to write racing history in the four-wheel world with SHOWA Performance," said Novak. "It all starts at the 2027 King of the Hammers with a SHOWA-equipped 4600-class rig driven by Sergio Pinillos."

Built to the same standards that put SHOWA on the podium, the new SHOWA Performance shock absorber line for lifted trucks and SUVs includes entry-level to race-ready shocks such as **ORC** off-road control monotube shocks, **PSD** position-sensitive damping shocks and **SPIRE** high-performance, adjustable and rebuildable monotubes.

SHOWA Performance ORC 2.0 monotube shocks feature a premium corrosion-resistant, Cerakote-finished[1] steel body design that includes a large 45mm bore and precision-engineered internals to deliver more control and fast, precise response. These shocks also include a graphite-impregnated floating piston band to help deliver a better shock response on any type of terrain.

SHOWA PSD 2.25 shocks include a Cerakote-finished, 57mm-diameter steel body for maximum heat dissipation and fade resistance even in the harshest off-road conditions. The units also feature patented Hydraulic Compression Stop (HCS) and Hydraulic Rebound Stop (HRS), exclusive innovations that increase damping force near full compression and full rebound to cushion hard bottom-outs and help prevent top-outs. Combined, HCS and HRS provide greater control over how the suspension absorbs impacts and recovers, improving ride

comfort, vehicle stability and off-road performance. PSD shocks also feature an 18mm hardened chrome rod for extreme durability, long service life and corrosion resistance.

SPIRE 2.5-inch aluminum-body high-performance monotubes feature ARC 2 technology, a dual-speed, external compression adjuster that lets drivers fine-tune low- and high-speed damping by hand in the field, with no tools needed. These shocks are available in universal and application-specific configurations. Universal units come in 12- to 14-inch stroke lengths for custom builds, with piggyback and remote reservoir options in both coilover and non-coilover styles. Application-specific shocks are tuned for popular stock and lifted trucks and SUVs.

“At every level of the SHOWA Performance line, our engineers pushed for more innovation and more precise control, because that’s what off-road drivers ask for,” said Mike Sype, SHOWA brand manager. “These shocks build on SHOWA’s global technology heritage, and our goal is simple: to be the suspension brand off-road enthusiasts in North America reach for first.”

Visit www.showa-performance.com to see how SHOWA Performance shocks bring “Control. Mastered.” to any four-wheel build. Follow SHOWA Performance on Facebook, Instagram and LinkedIn to see how the brand is changing the off-road shock game, and to have a little fun, too.

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About SHOWA Performance

SHOWA Performance, an Astemo brand, is a premium off-road shock and suspension line that brings SHOWA's podium-proven, 60-plus-year legacy from two-wheel racing to trucks, SUVs and custom four-wheel builds. The line ranges from entry-level to race-ready shocks, including ORC monotubes, PSD shocks and SPIRE adjustable, rebuildable monotube shocks, all built around one core principle: "Control. Mastered." The brand puts its technology to the test at top off-road events and races across North America. Marketed by Astemo, SHOWA Performance is headquartered at Astemo Americas' Farmington Hills, Mich., facility with manufacturing and assembly in Berea, Ky. Additional information about SHOWA Performance is available at https://www.showa-performance.com/.

About Astemo Americas, Inc.

Astemo Americas, Inc. manufactures and markets engine management, electric powertrain and integrated vehicle controls for major automotive manufacturers worldwide, adhering to ISO 9001/IATF 16949 industry standards. Additional information about Astemo Americas is available at https://www.am.astemo.com/.

About Astemo

Astemo, headquartered in Tokyo, Japan, is a joint venture between Hitachi, Ltd., Honda Motor Co., and JIC Capital, Ltd. With 80,000 employees worldwide and operations in Americas, Asia, China, Europe and Japan, the company is a global mega-supplier in the automotive industry. The Electrification Business Division, Vehicle Business Division, and Motorcycle Business Division are engaged in the development, manufacture, sales, and service of automotive parts as well as transportation and industrial machinery and systems. Astemo is committed to creating a sustainable society and delivering enhanced corporate value.
For more information, visit: www.astemo.com

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