

# News Release

January 6, 2026  
Proterial, Ltd.

## Proterial Signs Official Partnership Agreement with TOYOTA GAZOO Racing for 2026

Proterial, Ltd. (hereinafter “Proterial”) and Toyota Motor Corporation have signed an official partnership agreement for TOYOTA GAZOO Racing (hereinafter “TGR”), which will compete in the 2026 FIA World Rally Championship (WRC).



TGR, Toyota's motorsports division, is committed to “making ever-better cars through motorsports” and “realizing a sustainable motorsports industry.” These missions align closely with Proterial’s Vision: “Leading sustainability by high performance”. Sharing this vision, Proterial has decided to support TGR’s activities as an official partner.

For many years, Proterial has contributed to the advancement of the automotive industry by providing high-performance materials such as specialty steels, magnetic materials, and cable solutions. By partnering with TGR in its challenge at the world’s premier rally championship, WRC, we expect to further evolve our expertise and technologies related to automobiles.

Through this official partnership, Proterial will cheer for the TGR team and continue contributing to the development of the motorsports industry.

Media Inquiries: Corporate Communications Dept.

[https://www.cntct.proterial.com/contact/publish/inquiry\\_eng?g=01&c=001-01](https://www.cntct.proterial.com/contact/publish/inquiry_eng?g=01&c=001-01)

Customer Inquiries: <https://www.proterial.com/e/contact/>

### Proterial, Ltd.

Toyosu Prime Square, 5-6-36 Toyosu, Koto-ku, Tokyo 135-0061, Japan  
[www.proterial.com/e/](http://www.proterial.com/e/)

## ■About Proterial

# PROTERIAL

### The Thinking Behind our Company Name

“Proterial” combines “**pro-**” with the word “**material.**”

“Pro-” represents elements of our Values:

- **Unparalleled Professionalism**
- **Unbounded Progressiveness**
- **Unleashing Proactiveness**

“Material” refers to the high-performance materials that our original technologies produce and underpinned by the three pros. With our focus on solving customer issues and bringing new levels of value, we promise to contribute to the realization of a sustainable society through the products and services that embody our philosophy.

## ■Proterial, Ltd. — Company Overview

Established: April 1956

Head office: Toyosu Prime Square, 5-6-36 Toyosu, Koto-ku, Tokyo 135-0061, Japan

Capital : 310 million yen (as of March 31, 2025)

Representative : Sean M. Stack

Representative Director, Chairperson, President, & CEO

Sales revenue: 768.6 billion yen (Term ended March 2025)

History: 1910: Founded as Tobata Foundry Co.

1937: Merged with Hitachi, Ltd.

1956: Established separately as Hitachi Metals Industries, Ltd.

2023: Renamed from Hitachi Metals, Ltd. to Proterial, Ltd.

Proterial is a participant of the United Nations Global Compact and adheres to its principles-based approach to responsible business.

In January 2025, Proterial received a Silver rating in the EcoVadis Sustainability Assessment.

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