

Auto Supplier Asahi Kasei North America Opens New Novi Office

Asahi Kasei America Inc., the regional headquarters of the Asahi Kasei Group for North America, has relocated its Novi office to a newer, larger facility as a part of the company's commitment to strengthen marketing activities centered on the automotive industry and beyond.

By **Jim Stickford** - August 1, 2023

Mayor and Council –

Asahi Kasei moved to Novi in 2019 and was formerly located on 13 [mile](#) just east of Haggerty. Since arriving they have done well, so well requiring additional space that was recently covered in DBusiness Magazine.

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A move to a new office complex in Novi is allowing Asahi Kasei to expand its North American operations in a variety of fields, including automotive. // Photo courtesy of Asahi Kasei

Asahi Kasei America Inc., the regional headquarters of the Asahi Kasei Group for North America, has relocated its Novi office to a newer, larger facility as a part of the company's commitment to strengthen marketing activities centered on the automotive industry and beyond.

Mobility has been a key focus for Asahi Kasei, a maker of car interior materials, plastic compounds, battery separators, and electronic components found in numerous OEM vehicles.

Asahi Kasei's new, larger office will serve as a hub to showcase several materials as well as foster stronger relationships with major automakers and their network of suppliers in the region. The expanded Novi office is designed to drive and reinforce marketing and sales promotion functions, enabling the adaptation to emerging market changes in demand swiftly.

"We are excited to embark on this journey of growth and innovation," says Iichiro Kitsuda, executive vice president of strategic planning and marketing for Asahi Kasei America. "As the mobility world continues to accelerate in various areas, Asahi Kasei is committed to building a stronger foundation for the future."

The Novi office is designed to be a functional space where people from Asahi Kasei Group operations throughout North America and beyond, along with partner companies and customers, can come together.

The facility was developed to host exhibits, events, and technical demonstrations, providing a platform to showcase Asahi Kasei's product characteristics and features while quickly reacting to customers' evolving needs.

It features a dedicated product showroom showcasing Asahi Kasei's AKXY POD vehicle interior concept and a demonstration car presenting cutting-edge future technologies.

Beyond mobility, Asahi Kasei says its other business operations will use the Novi office to explore new opportunities, particularly in decarbonization, in close collaboration with the company's various business units and research and development functions headquartered in Japan.
