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Sanden Corporation

## ITMS 3.0: Communicating Our Technology to a Broader Audience – Behind the Scenes of Our Promotion Strategy –

Sanden Corporation (Head Office: Iseaki City, Gunma Prefecture; hereinafter referred to as "Sanden") has been featured in a case study by SOLIZE PARTNERS Corporation, a leading company in mock-up production for top-tier firms. The article highlights our initiative to create a mock-up that visualizes the technology behind ITMS 3.0 (Integrated Thermal Management System 3.0).

In this feature, four members from our R&D Center were interviewed, sharing insights into the production process and how we communicate our technology through design.

For more details, please refer to the article via the following link:

<https://partners.solize.com/manufacturing/3dp-rp/case/012>

In January 2025, we participated in CES 2025, one of the world's largest tech trade shows held in Las Vegas, where we unveiled our ITMS 3.0 exhibit in full scale.

The mockup we created installs the ITMS system within a life-size automobile model and is designed to visually and intuitively convey the structure and heat flow of the technology.

### ● About ITMS 3.0

"ITMS 3.0 is a thermal management technology specialized for electric vehicles (EVs). It integrates control of key heat sources—such as the motor, battery, and air conditioning system—to achieve both energy efficiency and passenger comfort throughout the vehicle.

#### Key Features:

- Maintains passenger comfort while minimizing loss of driving range.
- Reduces refrigerant usage through an indirect heat exchange system using coolant and water.
- Achieves a balance between safety and environmental performance, essential for Evs.



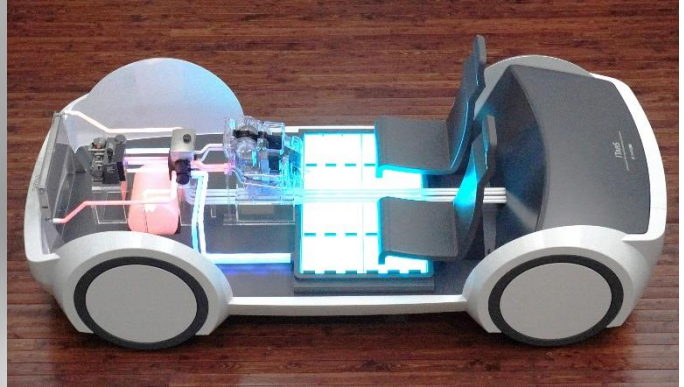
- **Three Key Elements We Prioritized to Promote Understanding of ITMS 3.0**

### **(1) Visualizing the Technology**

Key components such as the HVAC system are made transparent, and changes in temperature of the motor and battery are visualized using colored lighting. This allows visitors to easily understand the process of heat recovery and the generation of warm or cool air.



3D Design Data of the ITMS Mockup



ITMS Mockup

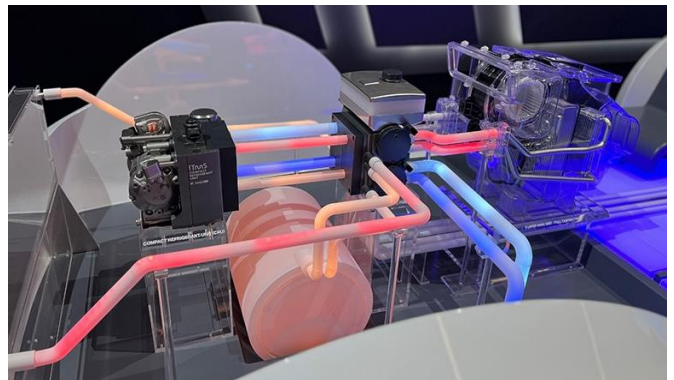
### **(2) Interactive Demonstration**

By using water tanks with temperature differences, the heat exchange mechanism is presented both visually and experientially, allowing viewers to grasp the system's appeal intuitively.



### **(3) Design and Quality That Enhance Brand Value**

We also focused on an intelligent and refined design to express our innovative spirit, creating a compelling presence that draws attention.



## ● Future Outlook for Technology Promotion

As we prepare for future exhibitions, we aim to further enhance the consistency between our booth design and exhibition concept. By creating displays that are both engaging and memorable, we will strengthen awareness and interest in Sanden's technologies.

Sanden is committed to advancing both technology development and technology promotion in parallel. Through actively showcasing next-generation technologies such as ITMS, and clearly communicating their significance and value, we seek to deepen understanding and trust among our stakeholders.

### [ Reference Links ]

- SOLIZE PARTNERS

<https://partners.solize.com/en>

- About Sanden's ITMS

<https://www.sanden.co.jp/english/products/car/lineup/Thermal-Management-System.html>

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