



Link to Good Living

PRESS RELEASE

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LIXIL Corporation

LIXIL Announces Collaboration with Stanford Center on Longevity

Aims to inspire the pursuit of global best practices in housing technology solutions to enable safer, healthier, and more connected lifestyle for older adults

Tokyo, Japan – LIXIL Corporation (“LIXIL”), a global leader in housing and building materials, products and services, today announced its collaboration with the Stanford Center on Longevity. LIXIL has pledged its support for “The Stanford Center on Longevity Design Challenge”, a global competition aimed at encouraging students to design products and services to improve the lives of older adults.

Currently in its third year, the Stanford Center on Longevity Design Challenge invites university students from all over the world to submit designs for new products and services that encourage everyone to live longer, fuller lives. Under the contest theme this year of, “Using Happiness to Optimize Longevity”, the design challenge is divided into three categories; Mind, Mobility and Financial Security.

LIXIL has long been a leader in Japan in the development of practical housing and building solutions to support the lives of Japan’s fast-aging society. By engaging with the Stanford Center on Longevity on this competition, LIXIL aims to leverage its technologies and solutions to inspire even greater innovations to empower older adults to lead safer, healthier and more active lifestyles, both inside their homes and in their community.

“At LIXIL, we recognize our responsibilities as a global citizen and through this prestigious competition, we want to play a role in bridging the best of our Japanese innovations with innovative global thinking, to help develop the next generation of solutions to support the aging society.” said Yoshiaki Fujimori President and CEO, LIXIL Corporation. “The contest’s participants are future leaders who can make a positive impact on global issues. I am confident that our collective efforts will serve to positively impact lives across the globe for years to come.”

Ken Smith, Director, Mobility Division at the Stanford Center on Longevity added, “We are thrilled to tap into LIXIL’s experience in leveraging technology and digital solutions to address the challenges faced by our aging society. We are confident that our student participants will benefit immensely from LIXIL’s experience and be inspired even further to develop practical solutions that will benefit older adults.”

With Japan faced with a population aging at a faster rate than any other major nation, LIXIL is committed to developing innovative and practical solutions for the home and community that improve mobility to support an independent and healthy life.

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NOTES FOR EDITORS:

Headquartered in Tokyo, **LIXIL Corporation** is a global leader in housing and building materials, products and services business. The foundation of LIXIL's success is our constant investment in technological innovation to improve people's lives. Drawing on a heritage of over 100 years of technological innovation, LIXIL is grouped into four technology businesses, LIXIL Water Technology (brands include: LIXIL, INAX, GROHE, American Standard, and JAXSON), LIXIL Housing Technology (includes Tostem, Shinnikkei, and TOEX brands, etc.), LIXIL Building Technology (including the Permasteelisa Group) and LIXIL Kitchen Technology. LIXIL Japan Company is the fifth business of the LIXIL Corporation and operates as a customer-focused sales organization with the most comprehensive range of products and services from all four technologies to customers and business partners in Japan. LIXIL produces some of the world's most fundamental and innovative products and services, and our solutions are an integral part of some of the world's most iconic and cutting-edge living and working spaces LIXIL brands are present in 150 countries and our businesses employ more than 70,000 people worldwide. LIXIL brings together technology, quality, design and sustainability to enhance people's lives around the world.