



Acquisition of Honda Elesys: Enhancing Automotive Motor Business

30 October 2013

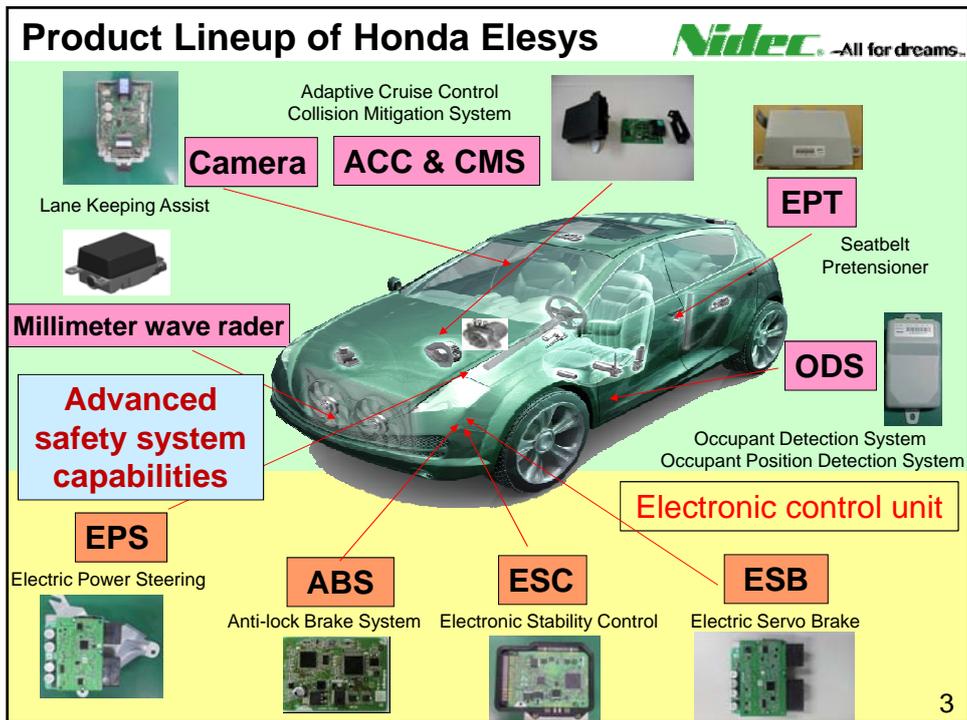
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All for dreams.

I. Our Strategy for Automotive Motor Business and Objectives of the Transaction

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Nidec's Automotive Motor Business *Nidec* -All for dreams-

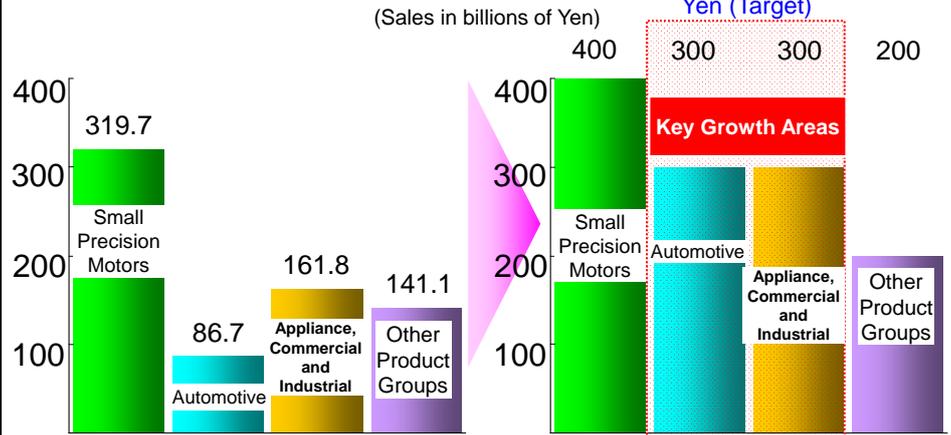
Automotive motor business is one of the key growth areas

Single Focus

FY2012 Sales: 709.3 Billion Yen

4 Pillars

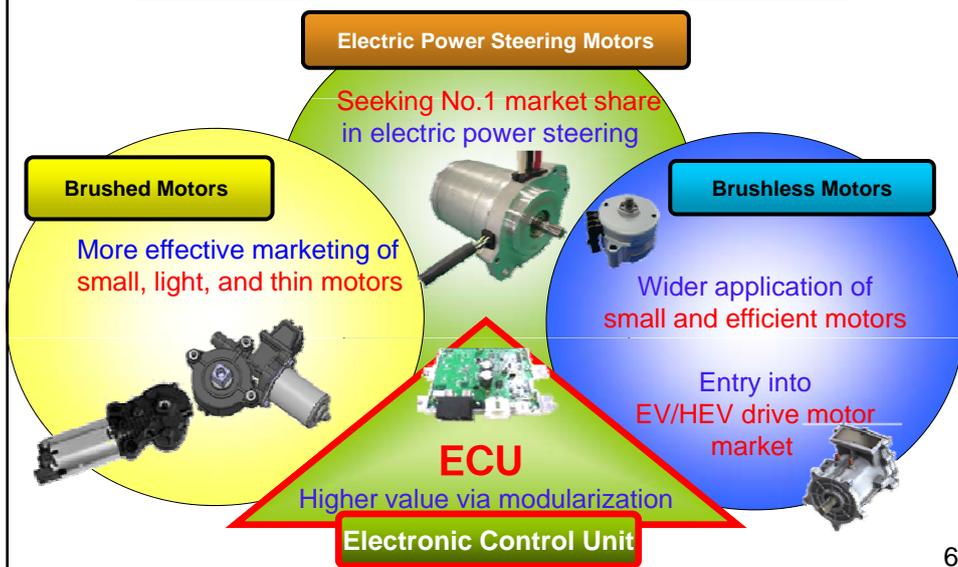
FY2015 Sales: 1.2 Trillion Yen (Target)



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Growth Strategy for Automotive Motor Business *Nidec* -All for dreams-

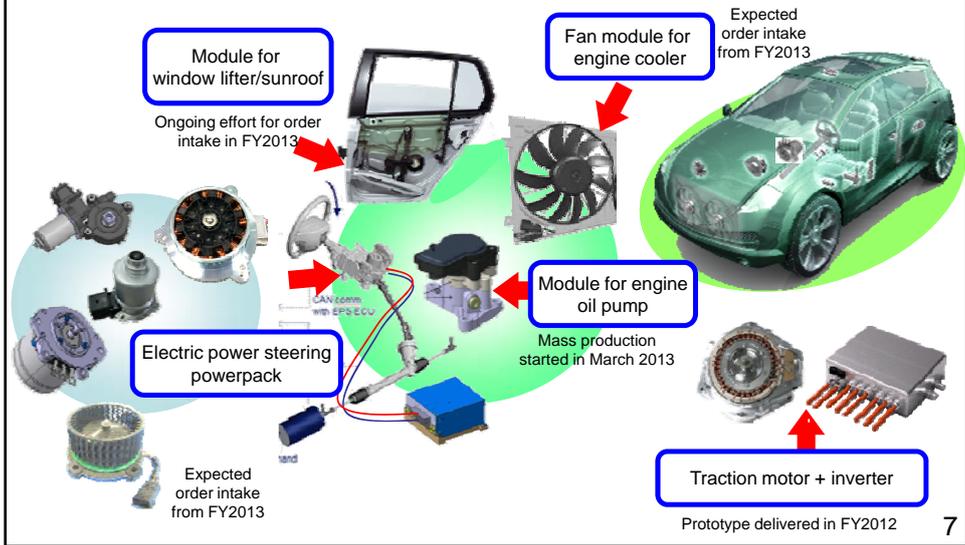
Combining ECU with three product lines, we aim to become global No.1 automotive motor system manufacturer



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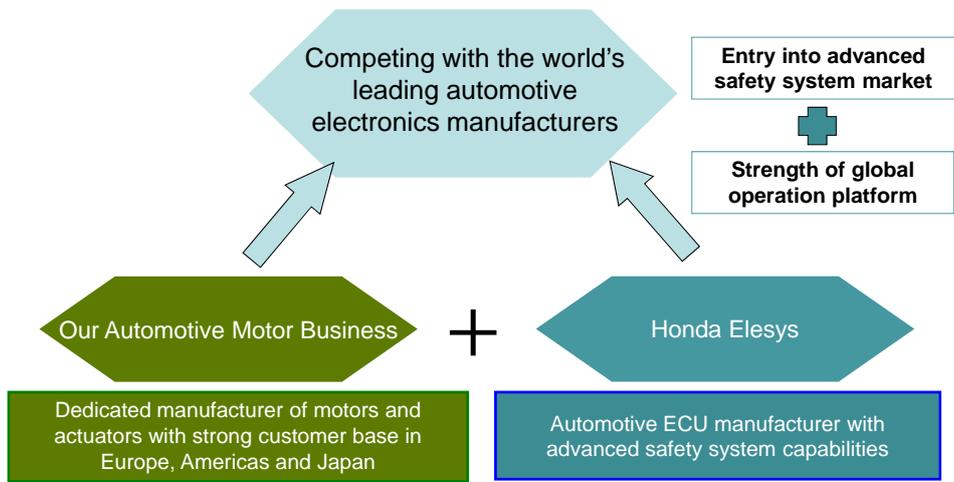
Expansion Strategy for Automotive Motor Business **Nidec** -All for dreams-

From discrete motors to systemized and modularized motor units:
Aiming to accelerate shift in focus to higher value products

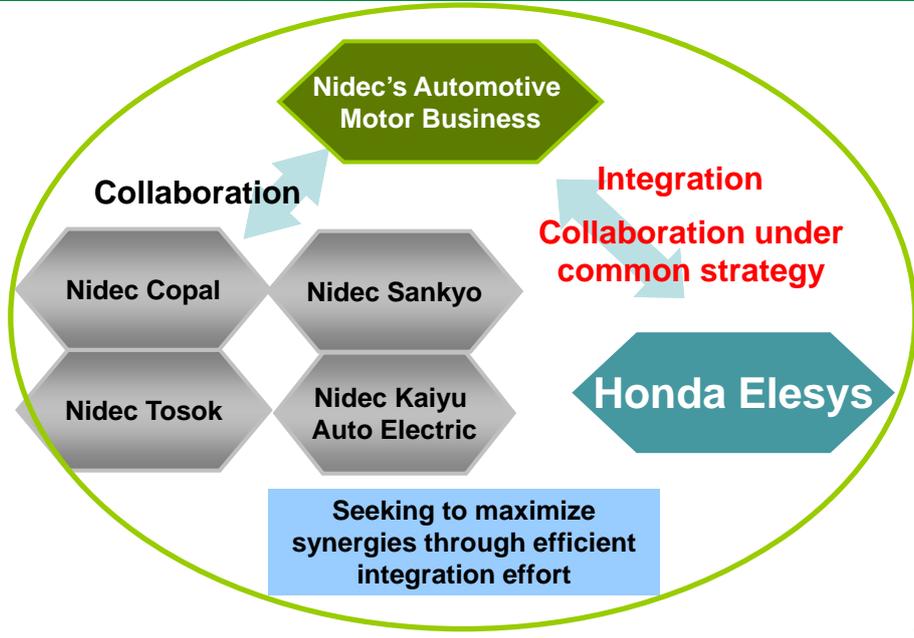


Integration with Honda Elesys **Nidec** -All for dreams-

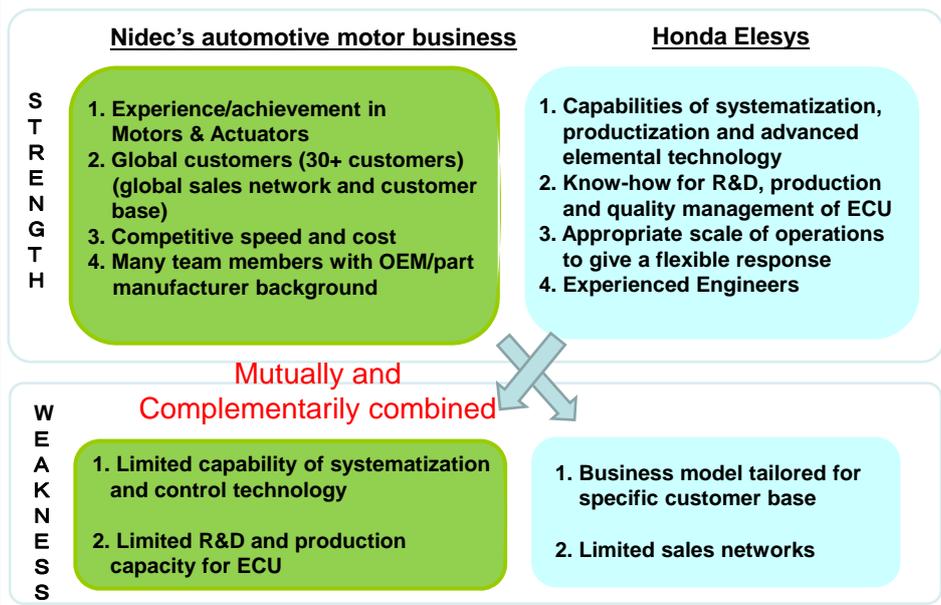
We endeavor to bring together the strengths of the Nidec Group companies, aiming to become a leading automotive electronics manufacturer



Post Integration Business Structure *Nidec* -All for dreams-



Strength & Weakness (Nidec/Elesys) *Nidec* -All for dreams-



**Expected Synergy Goals:
Expansion of Automotive Motor Business**



With a sales target of Y300 bil in FY2015, Nidec aims to transform from a component manufacturer to a module systems manufacturer through integration with Honda Elesys

1. Introduce EPS Powerpack by combining Honda Elesys' ECUs and Nidec's EPS motors



2. Introduce motor module systems by adding Honda Elesys' ECU capabilities to Nidec's non-EPS discrete motor business



3. Introduce advanced safety systems by combining Honda Elesys' safety ECUs and Nidec group's sensors / motors under OEM partnership



4. Develop new systems for EV/HEV drive motors



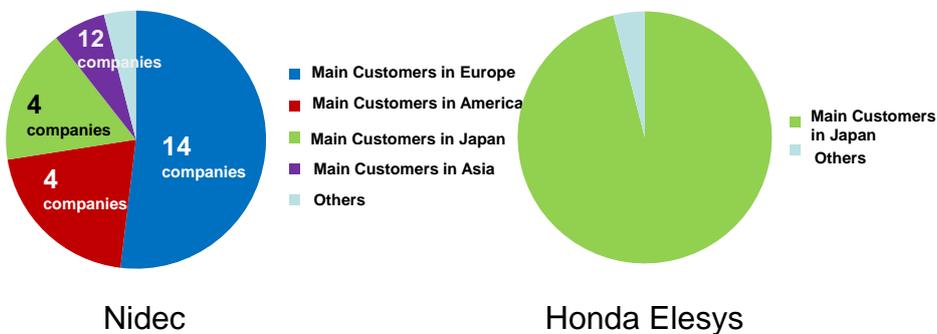
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Expected Synergy Goals : Synergy in Sales

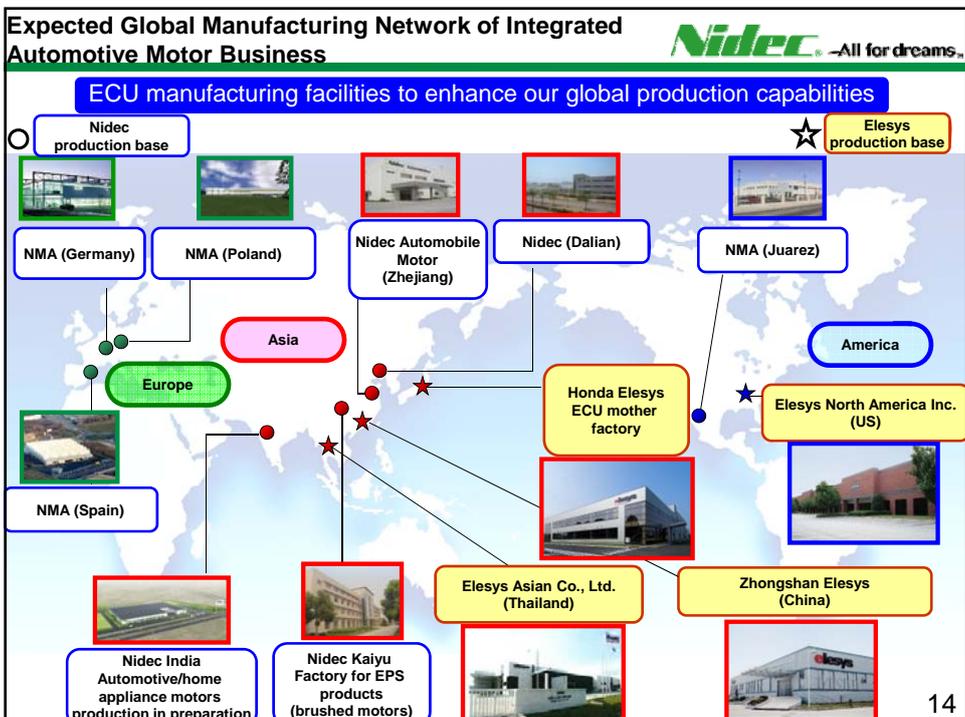
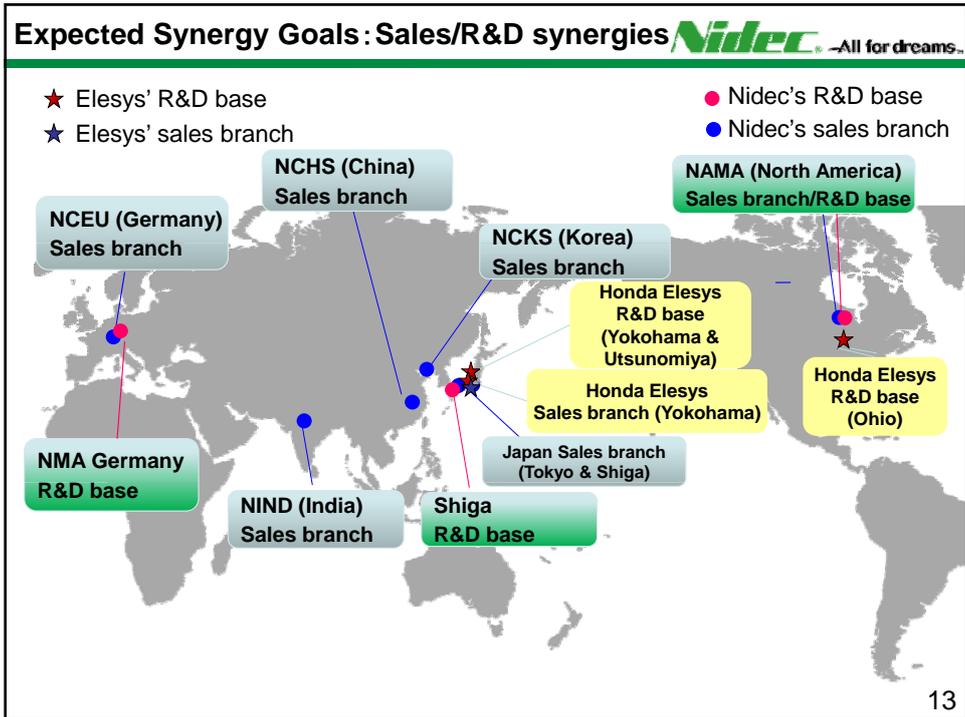


- Nidec is developing business with automakers around the world through more than 30 customers globally
- Honda Elesys is expected to be in a position to expand its business through Nidec's sales network

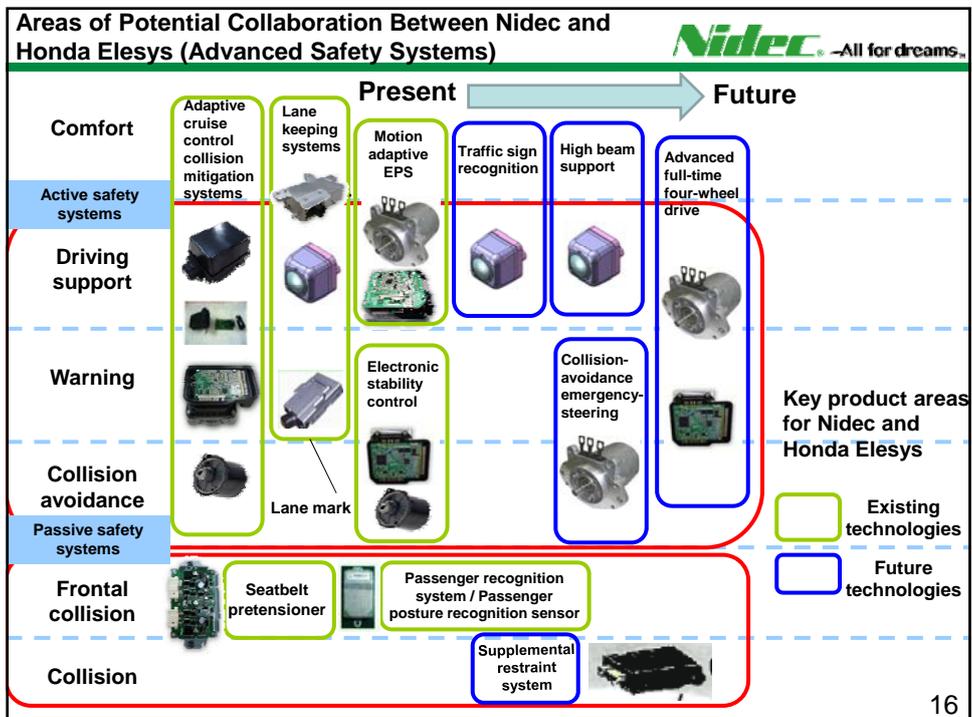
Main customers by region (based on FY2013 sales plan)



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II. Honda Elesys and Nidec's Integrated Strategies in Advanced Safety System Areas



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