



FOR IMMEDIATE RELEASE

Nidec Corporation

New York Stock Exchange symbol: NJ
Stock exchange code (Tokyo, Osaka): 6594

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Nidec Launches Sales Office in Beijing, China

Nidec Corporation (NYSE: NJ) announced today that one of its wholly owned sales subsidiaries, Nidec (Shanghai) International Trading Co., Ltd., launched its new branch office in the City of Beijing, China on September 26, 2007.

North China, as represented by the Beijing-Tianjin region, is rapidly gaining significance as the world's center of corporate manufacturing and R&D. The new sales office aims to accommodate the growing needs of Nidec's existing and potential customers who operate in the region with a focus on automotive, information and communication products.

Outline of the New Sales Office

1. Company Name: Nidec (Shanghai) International Trading Co., Ltd. Beijing Branch
2. Location: Room 2305, No.9 Dong San Huan Zhong Lu, Chao Yang District, Beijing, China, Zip Code: 100020

Tel: (86) 10-8591-1404 (1424)
Fax: (86) 10-8591-1465
3. Start of Operation: September 26, 2007
4. Representative: Atsushi Enmando

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NIDEC CORPORATION

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