



**FOR IMMEDIATE RELEASE**

**Nidec Corporation**

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

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**Nidec Realigns Sales Operations in China**

Nidec Corporation (NYSE:NJ, the “Company”) today announced that the Company has started realigning its China-based sales subsidiaries (the “Realignment”) to lay the foundation for future sales network expansion in China.

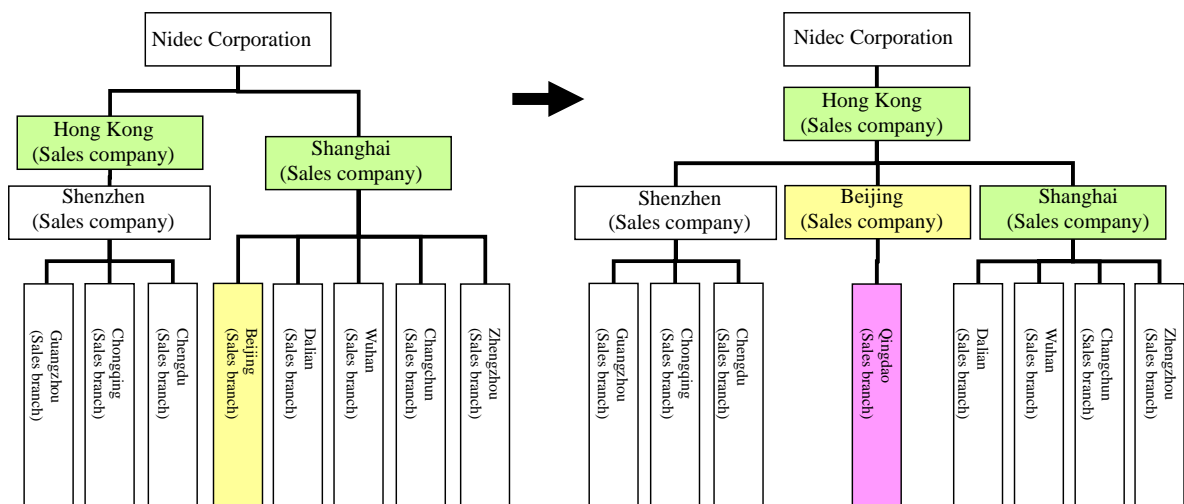
The Realignment is intended to streamline the Company’s ongoing chain of sales control in China and thereby enable the centralized management of operational information, which the Company expects will allow for more effective planning/rollout of marketing strategies and more responsive customer services.

In this connection, the Company also announced that the Beijing branch of Nidec (Shanghai) International Trading Co., Ltd. has been transformed into a legal entity, whose first sales branch is to be established in Qingdao, China, in March 2011.

**1. Nidec (H.K.) Co., Ltd. Repositioned as China Sales Head Office**

Nidec (H.K.) Co., Ltd. now supervises and controls the Company’s Chinese sales operations as the regional Sales Head Office. Nidec (Shanghai) International Trading Co., Ltd., formerly the Company’s directly-owned subsidiary, has become a subsidiary of Nidec (H.K.) Co., Ltd.

Outline of the Realignment



(To be established in March 2011)

## **2. Establishment of Nidec (Beijing) Co., Ltd.**

The former Beijing branch of Nidec (Shanghai) International Trading Co., Ltd. has been incorporated as a legal entity under the name of Nidec (Beijing) Co., Ltd.

### Outline of Nidec (Beijing) Co., Ltd.

Address: B8 21F, T3 Xihuan Plaza, No.1 Xizhimenwai Street, Xicheng District, Beijing, The People's Republic of China

Postal Code: 100044

Tel: +86 -10-82418321/+86-10-82418322/+86-10-82418323

Fax: +86-10-58301149

(Located at the same address as Nidec (Shanghai) International Trading Co., Ltd. Beijing Branch <to be closed>)

Date of establishment: December 3, 2010 (Sales operation commenced on January 1, 2011)

Representative: Mr. Yu Hirabayashi

## **3. Planned Establishment of Nidec (Beijing) Co., Ltd. Qingdao Branch**

Nidec (Beijing) Co., Ltd. is currently in the process of establishing a sales branch in Qingdao, China, which is being registered under the name of Nidec (Beijing) Co., Ltd. Qingdao Branch.

### Outline of Nidec (Beijing) Co., Ltd. Qingdao Branch

Address: 1508, 15F, No.2 Qingdao Guofazhongxin, No.36 Miaoling Road, Laoshan District, Qingdao, Shandong Province, The People's Republic of China

Postal Code: 266061

Tel: +86 - 532-68721530

Fax: +86 - 532-68721536

Date of establishment: March 2011 (planned)

Representative: Mr. Liu Luo Ke

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