

**"Yokowo establishes new operation bases in Ohio, US."**

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**■ Summary**

We establishes comprehensive operation bases providing integrated marketing / R&D / distribution operation dedicated to vehicular communication products in North America, which is the world's largest automotive industry market.

**■ Background**

Our company had promoted to dig into overseas business opportunity and to reevaluate overseas bases for medium term business plan formulating, and for vehicular communication market we had decided and gone ahead with to establish comprehensively integrated R&D / manufacturing bases in the world's largest US market.

Heretofore we have only sales offices in US, and hereafter by this establishment of new operation bases, we plan to aim at expanding the operation by developing coordinative business activity, which has been provided to Japan domestic vehicular antenna business, mainly to Japanese automotive manufacturers / audio equipment manufactures.

The bases location is Hilliard, Ohio, and it will be in operation in October, 2002.

**■ Situation of North American automotive market & our future plan**

The number of new car registration in North American market 2001 was 17.5 million, and Japanese automotive manufactures occupied 26% of it. And their market share is much more likely to increase year by year. Based upon this, it represents a growing share of onsite R&D and purchasing decision.

According to such market situation, we at the new bases aim at contributing to speeding up car development by providing engineering support such as onsite design / specification change and product evaluation together with local auto manufacturers, and to develop North American market appropriate antennas.

For that service, we plan to sequentially shore up antenna evaluation facility based upon the system we have implanted in Japan

There through this operation, we set out annual sales amount of 1 billion Japanese Yen and total staff strength on the scale of 25.

We aim at providing much more competitive offer system, therefore for manufacturing, we implement CKD manufacturing by procuring the parts produced in appropriate sites of our globally deployed bases.



■ New Bases' Outline



- Company Name: Yokowo Manufacturing of America LLC
- Establishment: August 01, 2002
- Capital: 500,000.00 US Dollar (Wholly-owned by Yokowo America Corp.)
- Managing Director: Yutaka Fujita
- Street Address: 4811 Northwest Parkway, Hilliard, Ohio, U.S.A
- TEL: 614-921-2700
- FAX: 614-921-2705
- Building Area: 1,263sq.m
- Lot Area: 4,600sq.m
- Description of Business: Vehicular communication antenna CKD manufacturing / distribution with a central focus on Micro Antenna and harness.

Enquiries about this new release to:  
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