

August 31, 2012

To whom it may concern,

Announcement of New Company Establishment in Vietnam

NGK SPARK PLUG CO., LTD. (President and CEO: Shinichi Odo, Headquarters: Mizuho-ku, Nagoya) hereby announces that it established new sales company in Vietnam.

Background of the establishment of the New Company

Vietnam maintains a high level of growth in the ASEAN countries, also automotive industry in Vietnam shows a strong growth as well. The Company expects the demand for spark plugs and oxygen sensors, our flagship products, is expanding due to the increase of motorcycles and automobiles in the future.

Consequently, the Company, with the aim of further improving customer services and strengthening sales, decided to establish a sales company in Vietnam, as one of the important market expected to expand as growth market.

The Company aims to expand the market share further in Vietnam, as well as continue to solidify the position of the top brands through our global "overwhelming quality and service".

Outline of the New Company

- (1) Company Name: NGK SPARK PLUGS (VIETNAM) CO., LTD.
- (2) Location: Unit 303 Gemadep Tower, 2 Bis-4-6 Le Thanh Ton Street, District 1, Ho Chi minh City, Vietnam
- (3) Capital: US\$ 200,000
(100% investment by NGK SPARK PLUGS (THAILAND) CO., LTD.)
- (4) Business: Sale of spark plugs and oxygen sensors in Vietnam market
- (5) Start of Operation: September 2012

NGK SPARK PLUG CO., LTD.