

News Release

June 25, 2013

Announcement of New Company Establishment in Russia

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

Background of the establishment of the New Company

New car sales are growing rapidly in Russia. Number of vehicles has reached about 36 million units in 2012, it was about 25 million units in 2005. As a result, further expansion of repair parts demand is expected. In addition, about 80% of the Russian new car market is foreign brand cars, mainly Japanese cars, European cars, American cars and Korean cars. Due to this background and the nature of market, the demand of spark plugs and automotive sensors, these are installed as OEM, also is increasing.

In the Russian market, Moscow office of NGK SPARK PLUG EUROPE GmbH, which is a 100% owned subsidiary of the Company, headquartered in Ratingen Germany, has been conducting support to customers so far. However in order to expand sales in the future, strengthening of supply system is necessary. Therefore the Company decided to establish a new sales company.

The Company has started its 6th medium-term management plan, "The Evolution of NGK SPARK PLUG – Renovating over three years". As one of the efforts in the plan, we are promoting the "development of new markets and the expansion of existing business through strategic marketing activities". The establishment of a sales company in Russia is also a part of this effort, we will continue making efforts steadily in the Russian market that can be expected to grow in the future to achieve the management plan.

Outline of the New Company

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| (1) Company Name: | LLC NGK SPARK PLUGS (EURASIA) |
| (2) Location: | Ochakovskoe Highway 34, Business Center <West Park>, Office 502,
119530, Moscow, Russia |
| (3) Capital: | RUB 120 million
90% investment by NGK SPARK PLUGS CO., LTD.
10% investment by NGK SPARK PLUG EUROPE GmbH |
| (4) Representative | Eduard Diegel, General Director |
| (5) Business: | Sale of spark plugs, glow plugs, oxygen sensors, plug caps, plug cables,
cutting tools and ceramic components in Eurasia market |
| (6) Start of Operation: | July 1, 2013 |