

News Release

July 31, 2013

Announcement of Establishment of a Spark Plug Production Company in Thailand

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

Background of the establishment of the New Company

Spark plug business has expanded operation with increasing of new car sales and expansion of after-market. Further expansion of spark plugs demand is expected in mainly emergent countries. The new insulator plant is under construction in Kani-shi, Gifu, to construct system which produce 1 billion/year in 2020. In spark plugs production, metal shell is also important parts, production plant, which is compatible with demand, is necessary.

Therefore the Company decided to establish a new spark plug production company in Thailand. The new company will be third plant in Thailand after Siam NGK Spark Plugs Co., Ltd. and NGK Spark Plugs (Thailand) Co., LTD.

We will continue construct production system on a global perspective that can deliver high quality products to customers rapidly.

Outline of the New Company

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| (1)Company Name: | SparkTec (THAILAND) CO., LTD. |
| (2)Location: | Amata Nakorn Industrial Estate (Phase 8) 700/864
Moo 1, Tambol, Panthong, Amphur Panthong,
Chonburi 20160 Thailand |
| (3)Capital: | THB 440 million
100% investment by NGK SPARK PLUGS CO.,LTD. |
| (4)Representative: | Shunichi Miki |
| (5)Business: | production of spark plugs |
| (6)Production Capacity: | 18 million/year in 2016
140 million/year in 2020 (Planned) |
| (7)Site Area: | 120,000 m ² |
| (8)Start of construction: | February 2014 |
| (9)Commencement of operations: | April 2015 |
| (10)Investment amount: | approximately 3 billion yen |