

News Release

December 9, 2013

Announcement of New Representative Office Establishment in Hanoi City, Vietnam

NGK SPARK PLUGS CO., LTD. (President and CEO: Shinichi Odo, Headquarters: Mzuho-ku, Nagoya) hereby announces that it established new representative office in Hanoi City, Vietnam.

Background of the establishment of the New Representative Office

Vietnam maintains a high level of growth in the ASEAN countries, also automotive industry in Vietnam is expected a strong growth as well. The Company established new sales company in Ho Chi minh City, Vietnam on September, 2012 for an increasing demand of spark plugs and oxygen sensors due to the increase of motorcycles and automobiles. However in order to further improve customer services and strengthen sales, the Company established new representative office in Hanoi City, Vietnam.

Outline of the New Representative Office

- (1) Office Name: The Representative Office of NGK Spark Plugs (Vietnam) Co., Ltd
In Hanoi
- (2) Location: Floor 11-Ladeco Building, No.266, Doi Can Street, Lieu Giai Ward,
Ba Dinh District, Hanoi City Vietnam
- (3) Business: Sales of spark plugs and oxygen sensors in Vietnam market
- (4) Start of Operation: December, 2013