

## Press information

# Kyocera presents innovative solutions for the automotive industry at “electronica 2014”

**The Japanese technology company Kyocera draws on the expertise of its various business units to offer a comprehensive portfolio for this growing international market.**

**11 September 2014 – Kyoto/Neuss** – Kyocera will present its broad range of solutions for the automotive sector at this year’s electronica exhibition in Munich, Germany, and welcomes visitors to stop by its booth (stand 214 in hall A3). The world’s leading trade show for electronic components, systems and applications will be held in the Bavarian capital from 11 to 14 November. One focus of Kyocera’s presence at the event will be on the implementation of “Industry 4.0” principles in the automotive industry using a range of components for intelligent systems.

electronica is the largest exhibition of its kind and plays an important role in the electronics industry. It serves as a forum for the presentation of important new technologies and trends, and offers an opportunity to assess first-hand new developments and opportunities for growth. Thousands of exhibitors from all areas of the electronics industry will present the full range of available products – from automotive and industrial electronics and embedded and wireless systems to medical technology and MEMS.

Thanks to its huge economic importance, the automotive industry plays a key role in the event. In Germany this sector accounts for 15 percent of gross value creation in the manufacturing industry. In the next decade the implementation of “Industry 4.0” technologies in this

### Contact:

Kyocera Fineceramics GmbH  
Daniela Faust  
Manager Corporate Communications  
Hammfelddamm 6  
41460 Neuss  
Germany  
Tel.: +49 2131/16 37 - 188  
Fax: +49 2131/16 37 - 150  
Mobil: +49 175/7275706  
[daniela.faust@kyocera.de](mailto:daniela.faust@kyocera.de)  
[www.kyocera.eu](http://www.kyocera.eu)

Grayling Düsseldorf  
Jan Leder, Anne Beringer  
Rather Str. 49d  
40476 Düsseldorf  
Germany  
Tel.: +49 211/96 485 - 41/ - 48  
Fax: +49 211/96 485 - 45  
[jan.leder@grayling.com](mailto:jan.leder@grayling.com)  
[anne.beringer@grayling.com](mailto:anne.beringer@grayling.com)

## Press information

area could lead to a cumulative gain in productivity of up to 20 percent.

Kyocera already produces and develops a large number of components for use in “Industry 4.0” systems. They include industrial displays with integrated touchscreens, telematics modules, cameras and sensors of all kinds, and circuit boards. The company also manufactures automotive components such as piezo injectors for diesel engines, ceramic pressure sensors for cylinder heads and LED substrates for vehicle lighting.

The automotive market continues to grow strongly, particularly in rapidly industrializing countries. And in developed economies, environmentally friendly vehicle technology is becoming increasingly important.

“With its extensive experience in the field of ceramic technology, Kyocera makes a significant contribution to the optimization of environmental factors such as fuel consumption. The strong growth of our company allows us to consistently offer Tier 1 and Tier 2 manufacturers a growing range of solutions. Our aim is to double our sales in the automotive sector to EUR 2.2 billion\* by spring 2017,” explains Goro Yamaguchi, President of Kyocera Corporation.

\* JPY 300 billion, converted using the exchange rate from September 1, 2014.

**For more information about Kyocera:** [www.kyocera.eu](http://www.kyocera.eu)

### About Kyocera

Headquartered in Kyoto, Japan, Kyocera Corporation is one of the world's leading manufacturers of fine ceramic components for the technology industry. The strategically important divisions in the Kyocera Group, which is comprised of 230 subsidiaries (as of April

### Contact:

Kyocera Fineceramics GmbH  
Daniela Faust  
Manager Corporate Communications  
Hammfelddamm 6  
41460 Neuss  
Germany  
Tel.: +49 2131/16 37 - 188  
Fax: +49 2131/16 37 - 150  
Mobil: +49 175/7275706  
[daniela.faust@kyocera.de](mailto:daniela.faust@kyocera.de)  
[www.kyocera.eu](http://www.kyocera.eu)

Grayling Düsseldorf  
Jan Leder, Anne Beringer  
Rather Str. 49d  
40476 Düsseldorf  
Germany  
Tel.: +49 211/96 485 - 41/ - 48  
Fax: +49 211/96 485 - 45  
[jan.leder@grayling.com](mailto:jan.leder@grayling.com)  
[anne.beringer@grayling.com](mailto:anne.beringer@grayling.com)

## Press information

1, 2014), are information and communications technologies, products which increase quality of life, and environmentally friendly products. The technology group is also one of the largest producers of solar energy systems worldwide, with more than 5 gigawatts of solar power having been installed around the world to date.

The company is ranked #531 on *Forbes* magazine's 2014 "Global 2000" listing of the world's largest publicly traded companies.

With a global workforce of about 70,000 employees, Kyocera posted net sales of approximately €10.19 billion in fiscal year 2013/2014. The products marketed by the company in Europe include laser printers, digital copying systems, microelectronic components, finceramic products and complete solar power systems. The Kyocera Group has two independent companies in the Federal Republic of Germany: Kyocera Finceramics GmbH in Neuss and Esslingen and Kyocera Document Solutions in Meerbusch.

The company also takes an active interest in cultural affairs. The Kyoto Prize, a prominent international award, is presented each year by the Inamori Foundation — established by Kyocera founder Dr. Kazuo Inamori — to individuals and groups worldwide who have contributed significantly to the scientific, cultural, and spiritual betterment of humankind (converted at present €362,000 per prize category).

### Contact:

Kyocera Finceramics GmbH  
Daniela Faust  
Manager Corporate Communications  
Hammfelddamm 6  
41460 Neuss  
Germany  
Tel.: +49 2131/16 37 - 188  
Fax: +49 2131/16 37 - 150  
Mobil: +49 175/7275706  
[daniela.faust@kyocera.de](mailto:daniela.faust@kyocera.de)  
[www.kyocera.eu](http://www.kyocera.eu)

Grayling Düsseldorf  
Jan Leder, Anne Beringer  
Rather Str. 49d  
40476 Düsseldorf  
Germany  
Tel.: +49 211/96 485 - 41/ - 48  
Fax: +49 211/96 485 - 45  
[jan.leder@grayling.com](mailto:jan.leder@grayling.com)  
[anne.beringer@grayling.com](mailto:anne.beringer@grayling.com)