

Press information

KYOCERA: Revving up for involvement with motorsports

Japanese automotive component supplier Kyocera is sending branded Audi TTs to the German VLN racing event as a co-sponsor

Kyoto, Japan/Neuss, Germany 05. April 2016 – The Japanese technology group Kyocera is acting as a sponsor at the German VLN racing event for the first time in 2016. This upcoming season, the Kyocera logo will emblazon an Audi TT at the VLN Endurance Racing Championship Nürburgring (VLN for short).

Kyocera is an automotive component supplier with over 30 years of expertise and it has provided numerous passenger cars with instrument cluster displays, on-board monitors, head-up displays and telematic and electronic automotive devices.

“For us, sponsoring these renowned competitions marks the beginning of our increased involvement with motorsports. At the same time, this serves to emphasise the importance of the long-standing partnerships we have within the automotive industry, which we will continue to develop in the future,” says Manfred Sauer, Managing Director at Kyocera Display Europe GmbH.

Classic VLN race

The VLN – which describes itself as Europe’s most successful endurance racing series – has been held on the Nordschleife and sprint track of the Grand Prix circuit at the Nürburgring in Eifel, Germany, since 1977. Each lap in this race covers a distance of 24.433 kilometres and the event lasts four hours in total. Meanwhile,

Contact:

Kyocera Fineceramics GmbH
Daniela Faust
Manager Corporate Communications
Hammfelddamm 6
41460 Neuss
T +49 (0) 2131/16 37 - 188
Fax: +49 (0) 2131/16 37 - 150
Mobil: 0175/7275706
daniela.faust@kyocera.de
www.kyocera.eu

Grayling Frankfurt
Jan Leder, Elena Lindenzweig
Hanauer Landstrasse 147-149
60314 Frankfurt
T +49 (0) 69 96 2219 67
T +49 (0) 69 96 2219 66
jan.leder@grayling.com
elena.lindenzweig@grayling.com

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the 6h ADAC Ruhr Cup Race, which is traditionally considered the highlight of the season, lasts six hours. At this event, the average number of vehicles on the track is 175, and multiple drivers take turns at the wheel.

Kyocera in the automotive industry

Kyocera takes advantage of ceramic's properties – resistance to abrasion and heat – when manufacturing automotive components. The company offers various functional parts based on a wide range of proprietary technologies, such as high frequency, liquid crystal, optics and ceramic materials. These parts include IC packaging, camera lenses, antennae, displays and connectors, which are used for various electronic applications in the motor vehicle sector.

“This co-operation provides us with an excellent opportunity to showcase our services and expertise in the automotive industry,” adds Manfred Sauer.

For more information about Kyocera: 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 226 subsidiaries (as of March 31, 2015), are information and communications technologies, products which increase quality of life, and environmentally friendly products. The technology group is also one of the oldest producers of solar energy systems worldwide, with more than 40 years of experience in the industry.

The company is ranked #552 on Forbes magazine's 2015 "Global 2000" listing of the world's largest publicly traded companies.

With a global workforce of over 68,000 employees, Kyocera posted net sales of approximately

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€11.74 billion in fiscal year 2014/2015. The products marketed by the company in Europe include printers, digital copying systems, microelectronic components, fine ceramic products and complete solar power systems. The Kyocera Group has two independent companies in the Federal Republic of Germany: Kyocera Fineceramics 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 approximately €360,000 per prize category)

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