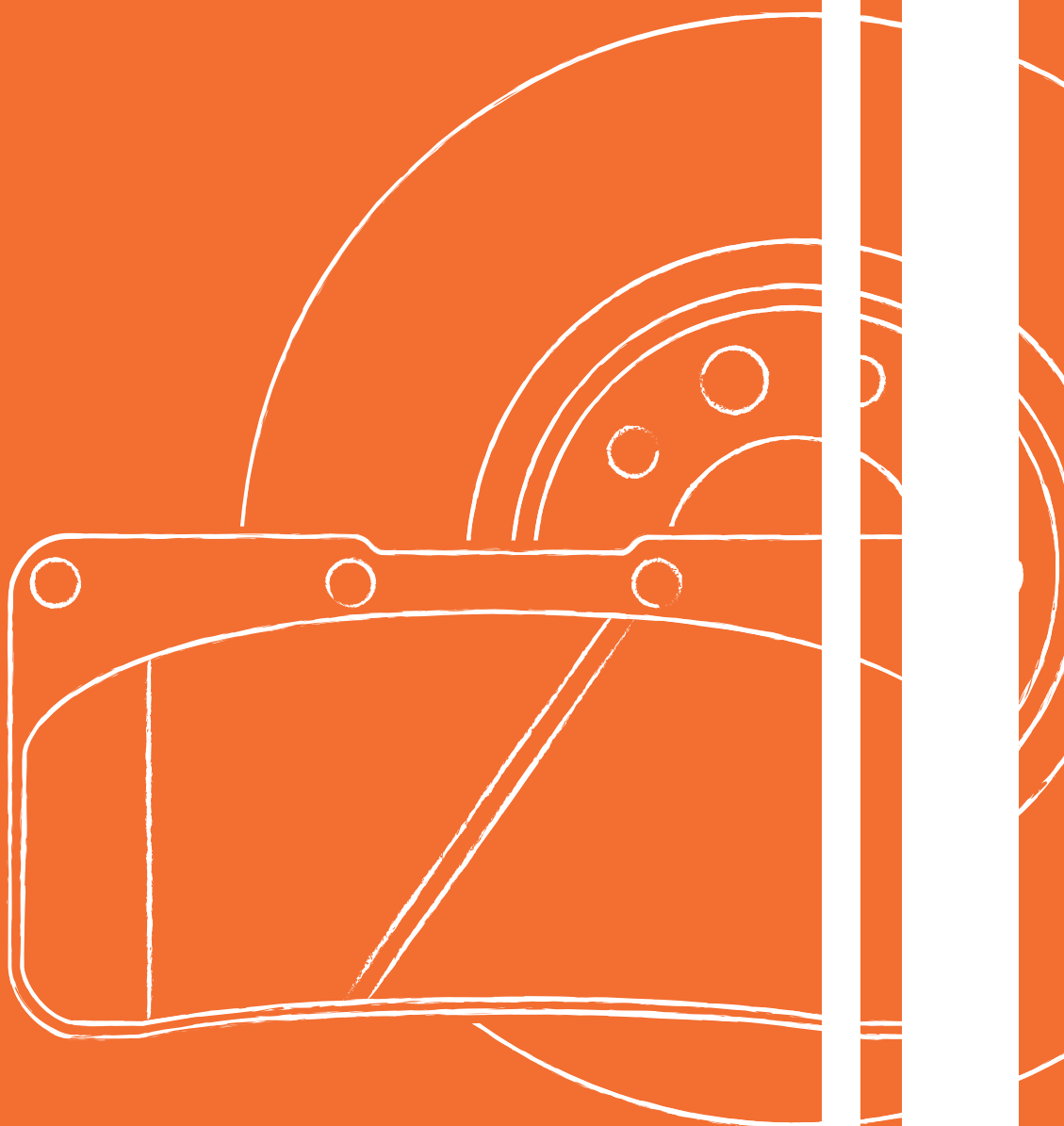




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**ASIAN AUTOMAKERS'  
PREFERRED  
BRAKE FRICTION.**

An introduction to Nisshinbo



NISSHINBO





# INTRODUCING NISSHINBO GROUP

Drivers require the best in safety and performance from their vehicles' braking equipment – Nisshinbo is dedicated to ensuring automotive peace of mind, providing and advancing brake technology for drivers of Asian vehicles.

Utilizing diverse technologies developed by their expert research and development staff, Nisshinbo Group is engaged in electronics, automobile brakes, precision instruments, chemicals, textiles, and real estate businesses.

As an environmental and energy company Nisshinbo Group endeavour to supply solutions to address global environmental problems, incorporating this thinking into every level of their operations.

## Corporate Profile

Founded	Feb. 5, 1907
Paid-in Capital	27,609 million yen (Dec. 2018)
Head Office	2-31-11, Nihonbashi Ningyo-cho, Chuo-ku, Tokyo 103-8650, Japan
Employees	Total 22,850 (Dec. 2018)

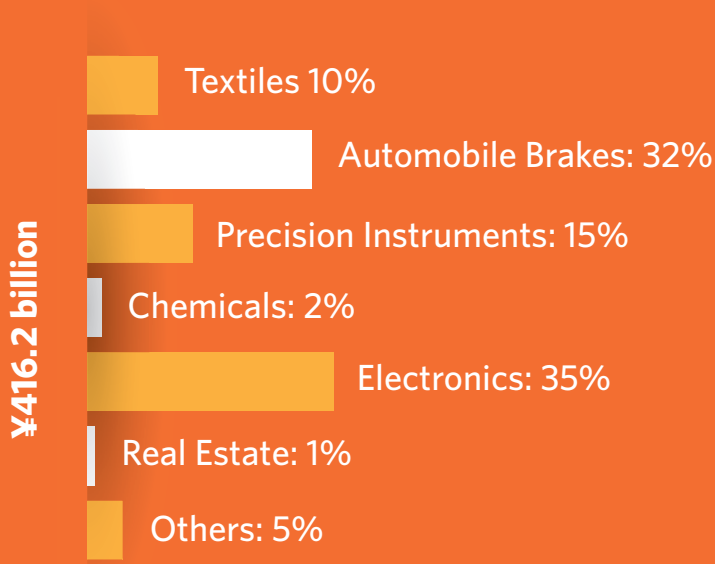
# BECOMING A LEADING GLOBAL SUPPLIER

## OF BRAKE FRICTION PRODUCTS

With the purchase of European brake friction manufacturer TMD Friction in 2011, Nisshinbo Group became a leading global supplier of friction materials to vehicle- and brake manufacturers as well as the global aftermarket – with this segment accounting for more than 30% of total sales.

Also over the past decade, Nisshinbo have made efforts to strengthen the automotive equipment business within their electronics business through mergers and acquisitions.

### Share of Total Sales in FY 2018



# NISSHINBO BRAKE – BUNDLING BRAKING POWER

Nisshinbo Brake Inc. is powered by Nisshinbo Group and bundles the expert know how of **Nisshinbo Automotive Manufacturing Inc. (USA)**, **TMD Friction Group (Europe)**, **Saeron Automotive Corporation** and **Nisshinbo Somboon Automotive Co. Ltd. (Asia)**.

With a continuing focus on providing exceptional-quality friction that provides peace of mind while protecting the environment, Nisshinbo Brake has taken the lead in developing copper-reduced and copper-free friction materials within the automotive brake friction sector.

Operating **28 sites in 14 countries**, Nisshinbo Brake is steadily increasing production capacity of new and advanced materials at its Japanese Tatebayashi Plant and their sites across the world.



# RESEARCHING AND DEVELOPING NEXT-GENERATION TECHNOLOGIES

As a member of the overall Nisshinbo Group environmental and energy companies, Nisshinbo Brake is engaged in the research and development of products that give full consideration to the environment.

They endeavour to use raw materials with low environmental impact and are already compliant with the restriction on the use of copper that will come into force in the United States in 2021.



## R&D ON A GLOBAL SCALE

The Nisshinbo Brake Group operates research and development sites not only in Japan but also in South Korea and the United States, where friction materials suitable for the respective requirements of each location are being developed.

European brake friction specialist TMD Friction, member of Nisshinbo Brake Group, has four sites in Germany, with additional sites in Europe, the USA, Brazil, Mexico, China, Japan and South Africa.

Combining resources and expert knowhow, Nisshinbo Brake and TMD Friction are conducting joint research into material composition technology and vibration analysis technology, and tangible results are already positively impacting product ranges.

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## CREATING THE NEXT GENERATION OF AUTOMOTIVE TECHNOLOGY

With the arrival of electric and fuel-cell vehicle drive technologies, and with automatic braking and autonomous driving systems increasingly being used practically to help drivers, the world of automotive technology is changing rapidly day by day.

In conjunction with these developments, the performance requirements of brakes are also undergoing a change. Imagining the automotive environment 20 years in the future, Nisshinbo Brake is conducting research toward the realisation of new, pioneering technologies, keeping drivers safe and comfortable as the industry transforms.

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## ASIAN AUTOMAKERS' PREFERRED BRAKE FRICTION

Asian vehicles set the global standard for quality and reliability, and with Nisshinbo, you can enjoy the braking to match.

Nisshinbo brake friction is engineered in Japan to the highest OE specifications demanded by Asian vehicle manufacturers.

Every Nisshinbo brake pad is the result of a rigorous development and testing cycle. Featuring advanced material formulations and unique product designs, Nisshinbo delivers the ideal combination of braking performance, comfort and reliability. It is this investment in quality and innovation that makes Nisshinbo the largest supplier of OE friction to Asian vehicles – and the number one choice when you want a like-for-like replacement.

### Available for the leading Asian marques:

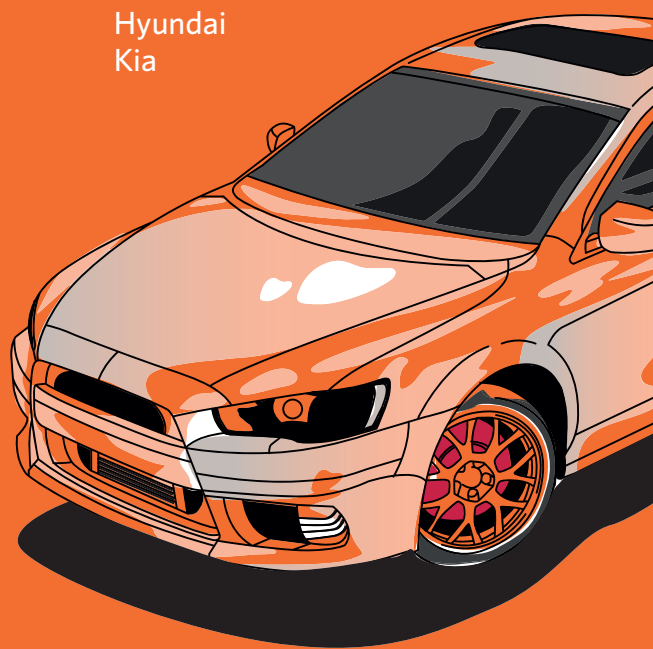
#### JAPAN

Daihatsu  
Honda  
Infiniti  
Isuzu  
Lexus  
Mazda

Mitsubishi  
Nissan  
Subaru  
Suzuki  
Toyota

#### KOREA

Ssangyong  
Daewoo  
Hyundai  
Kia



### TMD FRICTION

A NISSHINBO GROUP COMPANY

TMD Friction Asia Representative Office  
8 Boon Lay Way  
Tradehub 21, #05-13  
Singapore 609964  
Phone: +65 6292 1663  
Fax: +65 6292 1009

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[www.nisshinbo-brakes.com](http://www.nisshinbo-brakes.com)