

News Release

FOR IMMEDIATE RELEASE

**Establishment of a Subsidiary in Mexico
-Accelerating business development in the automotive and industrial fields-**

TOKYO, April 2, 2014 — The Hitachi High-Tech Group on April 1, 2014 established and began operation of Hitachi High-Technologies Mexico S.A.de C.V. (Hitachi High-Tech Mexico) in Mexico City in the United Mexican States (Mexico) as a subsidiary of Hitachi High Technologies America, Inc., which is a wholly owned subsidiary of Hitachi High-Technologies Corporation (TOKYO: 8036, Hitachi High-Tech)

Automakers have accelerated their investment in Mexico in recent years, in line with rapid growth of the automobile industry there. This has prompted various makers of automotive materials and components to establish bases one after another in Mexico. As a result, expectations are mounting that the country will evolve into a giant manufacturing base similar to Asia. In addition to trade expanding from the North American Free Trade Agreement (NAFTA) with the United States of America, the world’s leading automobile market next door, Mexico has increased its presence as a manufacturing stronghold supplying the automobile market in Latin America. Consequently, businesses involved with the Mexican automotive industry are expected to continue expanding.

Hitachi High-Tech began researching the Mexican market to launch marketing activities centered on automotive components and materials when Hitachi High Technologies America, Inc. established a business branch office in Mexico in 2007.

The Hitachi High-Tech Group aims to further enhance its collaboration with other companies moving into Mexico and local Mexican companies through the capability for various global business transactions enabled by the establishment of Hitachi High-Tech Mexico. In the future, the Group will leverage Mexico’s vast free-trade network to expand global businesses in components and materials, with the goal of achieving a business scale of 6 billion yen for the subsidiary within the next three years.

Going forward, Hitachi High-Tech will make full use of the global sales and sourcing capabilities of the Hitachi High-Tech Group to actively promote development of business in new fields and regions as it seeks to expand business further in global markets.

Outline of Hitachi High-Tech Mexico:

Company name	Hitachi High-Technologies Mexico S.A.de C.V.
Location	Mexico City, United Mexican States
Address	Andrés Bello No. 10, Piso 10, Polanco Chapultepec, Distrito Federal 11560
TEL	+52 (55) 5282- 9040
President	Takahiko Kamijo
Business activities	Procurement, and the sales and servicing of industrial and electronic materials and electronic and industrial-use equipment
No. of employees	6
Establishment	April 1, 2014
Capital	3.9 million Mexican Pesos
Main shareholder	Hitachi High Technologies America, Inc. (a wholly owned subsidiary of Hitachi High-Tech)

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