

NEW PRODUCTS NP-284

New-Era No.	Ref. No.	Car Maker	Car Model	Model No.	Engine Model	Model Year	On Sale
NCS-N006 	23731-1VA0A 23731-EN20A	NISSAN	TIIDA X-TRAIL QASHQUAI		MR18DE MR20DE MR20DE, HR16DE HR16DE MR20DE	'07~'12 '07~'12 '07~'13 '13~'20 '07~'12	AUG.'21
			NV200 SENTRA				
CRANK SHAFT POSITION SENSOR							
NCS-T005 	90919-05071	TOYOTA	LAND CRUISER		1UR-FE	'10~'18	AUG.'21
		LEXUS	GS ISC, LC LS LX RX		1UR-FE, 2UR-GSE 2UR-GSE 1UR-FE, 1UR-FSE 3UR-FE 2GR-FX5	'07~'18 '07~'18 '06~'18 '07~'18 '15~'18	
CRANK SHAFT POSITION SENSOR							
NCS-T006 	90910-05021 029600-0371 029600-0372	TOYOTA	LAND CRUISER 4RUNNER T100 TACOMA TUNDRA		5VZ-FE 5VZ-FE 5VZ-FE 5VZ-FE 5VZ-FE	'96~'02 '95~'02 '94~'98 '95~'04 '99~'04	AUG.'21
			CRANK SHAFT POSITION SENSOR				
NCS-X007 	39180-26900 39180-22600	HYUNDAI	ACCENT COUPE ELANTRA GETZ MATRIX		G4EA-E, G4EK, G4ER G4ED-G, G4GR G4ED-G, G4GR G4EA, G4ED-G G4ED-G		AUG.'21
		KIA	CERATO RIO		G4ED G4ED-E		
CRANK SHAFT POSITION SENSOR							

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New-Era Co., Ltd.



INFORMATION

Our President, Hiroshi Miyashita, Had an Interview by British News Agency THE WORLDFOLIO

THE WORLDFOLIO conducts an average of 3,000 one-on-one interviews annually with government officials, industry captains, and economists in more than 50 countries.

Full interview article is now available on THE WORLDFOLIO website. Please read it through the URL or QR below.

<http://www.theworldfolio.com/interviews/niche-leaders-in-robotic-hand-grippers/4893/>



June 25, 2021

The article below has been published in an American weekly news magazine "Newsweek" (more than 46 million readers worldwide)

Niche leaders in robotic hand grippers

New-Era, specialists in automotive electrical parts, have now expanded into robotics with their unique pneumatic equipment developed via their *monozukuri* spirit which they have cultivated over many years.

From challenges come opportunities. It is an old saying that holds pertinence in this era-defining moment for the automotive industry, and particularly for the legion of Japanese SME manufacturers that have built success supplying parts and components for traditional combustion engine vehicles.

"Our main focus has been in automotive electrical parts up until now,"

parts related to internal combustion engines that burn fossil fuels."

With this in mind, New-Era – while continuing to supply high-quality automotive electrical parts to aftermarkets around the world – is shifting more fo-



Miyashita. "For instance, new types of parts or units from our power supply technology will be useful to the automotive industry, which is moving towards electric vehicles."

Meanwhile, drawing on its experience in pneumatic equipment, New-Era has tasked itself with developing new solutions for the fast-growing factory automation market, such as its newly developed co-working robot gripper and mini hand-grippers, which are understood to be the smallest in the world and, as such, have applications in niche areas.

As Mr. Miyashita explains, developing solutions for niche areas is where New-Era can derive its competitive edge and ensure its survival in the future. "As an SME, we should have one outstanding product to survive in this industry. We, therefore, target the niche field and develop products according to the needs of this specific domain."

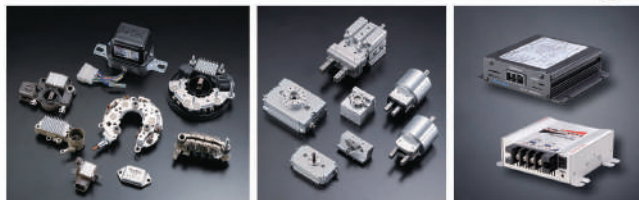


"We have three business divisions: automotive electrical parts, pneumatic equipment and electric control products and their associated technologies. We can integrate all three divisions for the customer's benefit, that is New-Era's strength."

Hiroshi Miyashita,
President, New-Era Co., Ltd.

New-Era

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says Hiroshi Miyashita, President of New-Era, which is located in Osaka, Japan and has been a reputed parts supplier for eight decades. "However, we predict a substantial sales decrease of automotive electrical

parts to the two other high-potential areas of its business: power supply and factory automation equipment.

"We see enormous potential in the power supply business due to its wide array of applications," says Mr.