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NTN Europe: A 2022-2023 financial year full of new product launches!

Over the past four years, NTN Europe has continuously developed its range to create a product offering that specifically addresses the demanding needs of the aftermarket. These new product lines and parts need to be ever more competitive, innovative and diversified in view of the competition and the new challenges associated with electrification. To sustain that dynamism, the global manufacturing leader launched no less than 349 new part numbers during the past financial year, versus an average of 200 in previous years.

Although the 2021 financial year (from April 2021 through March 2022) was a record year for NTN Europe with the commercialisation of 538 new part numbers – 336 of which were for the CVJ range alone – 2022-2023 was nevertheless a very good year for the manufacturer as well. In line with its strategy, one major goal of which is to position itself as a challenger on the market, NTN Europe complemented its product offering by integrating nearly 350 new product numbers across all ranges and product families combined.

POWERTRAIN family gets a boost from market demand

This product family dedicated to the engine is experiencing lots of demand and therefore attracts a great deal of attention from the manufacturer. Justifiably proud of the quality of its products and clearly aware of the stakes, NTN Europe does everything it takes to continuously expand its product ranges in order to provide the broadest possible offering and to increase its market share relative to the competition.

No less than 200 part numbers were added this year – twice as many in the previous year, and an all-time record for the manufacturer! To maintain that momentum, NTN Europe will unveil 100 new part numbers for the KDC range starting in June and 40 new part numbers for electric auxiliary water pumps after the summer holidays. *"With the development of the market, and specifically the growth of electric vehicles, NTN Europe will maintain the excellent pace of its new product launches in order to continue to respond to aftermarket demand,"* explains Nicolas DELAIN, Marketing Manager.

CVJs at the core of the CHASSIS family

For the aftermarket, NTN Europe's chassis segment provides a full range of more than 3,600 part numbers for wheel bearings, wheel speed sensors, brake discs, suspension components and complete drive shafts (CVJs). Since its massive launch in 2021, the latter

product line has been continuously reinforced every year with new part numbers that play a major role in helping to boost this segment and to implement the Group's strategy.

A TRUCK range that is expanding and taking wing

With its strong growth over the past three years, NTN Europe's Truck offering now stands on its own as a full-fledged product range. In 2022, the manufacturer added 44 new part numbers to this portfolio – twice as many as in the previous year, or a 20% increase over 2020.

NTN Europe is relying above all on its two flagship families – wheel bearings and differential gearbox bearings – to spur growth in this category. They will make it more attractive and persuade more new customers while also responding to the current customers' ever increasing number of specialised demands.

DRIVELINE, a family undergoing major changes!

Now comprising more than 550 part numbers dedicated to the drive shaft, NTN Europe's DRIVELINE family is undergoing major changes as a direct result of the automotive industry's transition to electric vehicles. Thanks to this transformation, the manufacturer fully expects to continue to address the future needs of its traditional customer base.

2023 to be yet another year marked by new product launches

Despite the unusual socio-economic conditions, NTN Europe posted good results in 2022 and continues to follow the strategy that it announced two years ago. The Group can congratulate itself on having achieved excellent momentum, which translates into encouraging results and a diversifying product portfolio. 2023 will maintain that momentum with more new product launches to come.



Brand of NTN corporation

NTN Europe is also already working on innovative new topics, especially ideas related to the circular economy – with the goal of maintaining its leadership position in the years ahead, by continuing to offer a complete line of quality products adapted to the needs of the market.

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