

Press Release

Shinano Kenshi launches **ASPINA**, its new corporate identity and design

Japan/Eschborn, June 13, 2019 – Shinano Kenshi Co., Ltd., headquartered in Ueda City, Japan, is launching its new corporate branding that will reinforce its position as a leading global supplier of drive systems and solutions using motor technology. In Europe the group operates out of Shinano Kenshi Europe GmbH located in Eschborn/Germany.

“Based on our mission of **realizing hope and comfort for people throughout the world**, our new brand **ASPINA** will seek to generate new products and businesses through ideas and solutions that utilize Shinano Kenshi’s technology and are derived from an extensive review together with customers,” explains Motoaki Kaneko, Shinano Kenshi’s President & CEO. The brand is anchored in the company’s long-term growth strategy and is aimed at promoting and enhancing the company’s solution-finding capacity. It will function as an integrated corporate brand for transmission outside the company, with the global rollout planned as from September 2019.

ASPINA’s target markets include the robotics market, the medical field and social welfare. The brand’s aspiration is to contribute to solutions for an aging society, especially in the area of the 5G high-speed communications, which is expected to be a high-growth market.

About Shinano Kenshi

Established in 1918, Shinano Kenshi Co., Ltd., that celebrated its 100th anniversary in 2018, has evolved into a group with operations spanning the globe. It specializes in precision electric motors, actuators, system products, industrial system equipment, and assistive technology products. Its markets include the fields of robotics, medicine, social welfare and high-speed communications. Headquartered in Ueda City, Japan, it maintains sites and offices in the China, US, Mexico, India, Thailand, Taiwan,

Hong Kong and Germany. With a global workforce of ca 4,500 employees, it generated consolidated revenues of 45,400 million yen (around 380 million Euros) in 2018. More information is available on the company's website at: <https://shinanokenshi.de>.

Contact:

Shinano Kenshi Europe GmbH

Mergenthalerallee 77

65760 Eschborn

Germany

Phone: +49 (0) 6196 96980-0

email: info@shinano.de

New Corporate Brand:



ASPINA
Engineered to Inspire