

Strategic Partnership between JTEKT Corporation and Nadella Group

JTEKT Corporation and **Nadella Group** are starting a strategic partnership allowing Nadella Group to have the exclusive rights of selling ***Nadella Needle Roller bearing Products range*** to the Industrial Distribution segment, on a worldwide basis. From now on, JTEKT Corporation will be a strategic subcontractor and will dedicate its capabilities and resources only to the manufacturing of this product line on behalf of Nadella Group.

After having conducted a comprehensive study of the opportunities to take advantage of the market challenges, both parties have decided to concentrate on their own area of excellence. It means manufacturing by JTEKT Corporation, and Sale and Marketing for Nadella Group. Active since decades in this specialized product line, Nadella Group has developed in recent years an aggressive approach not only in terms of sales but also in terms of engineering and marketing support. As manufacturing partner, JTEKT Corporation will not compromise the quality and will continue to invest and re-organize its operations to offer Nadella Group customers the utmost quality at the most competitive price.

