



## **KOYO INSIDE February – 2022**



### **JTEKT Corporation rebranding Koyo Bearings to JTEKT Bearings.**

We would like to inform our valued partners that several of our customers have shared with us their concerns about the Koyo → JTEKT rebranding. The reason is that the Koyo brand is currently being used in such a way that this change can directly affect their daily business. For example when the Koyo brand is shown in combination with a Koyo product in a database on an e-commerce platform.

We would therefore like to reassure you that although the official date for this corporate brand change will be April 1, 2022, the *actual* introduction of the new JTEKT branded products and the phase out of the Koyo brand will be subject to a gradual process, far beyond this date. We expect that the full transition process will take at least 1-2 years.

In practical terms, this means that you will continue to receive Koyo branded products (both the marking on the bearing as well as on the boxes) for a considerable time after April 1, 2022. We are currently considering all options to support a smooth brand transition.

As soon as we have a better picture of the phase-out/phase-in timing and intermediate mixed branding solutions, we will make sure that you are closely informed. In parallel we will then support you with the required marketing campaigns to make sure that the market is prepared for this transition and remains loyal to the high quality JTEKT bearings and the related high level service.

In the meantime, in case you have any specific ideas to better reach and inform your markets and end customers, please let us know and we will try to support you as good as we can.

Kindly please allow us to come back to you within a short time, with more details.

*Please do not hesitate to contact us, in case you would like to have more information about our company, products and services.*

**Get to know our bearings at [www.koyo.eu](http://www.koyo.eu)**

