

Unveiling NOK Group's New Corporate Identity With Creative Director Kashiwa Sato

On Wednesday, April 3, NOK Corporation (Headquarters: Shibadaimon, Minato-ku, Tokyo; Representative Director, Chief Executive Officer: Masao Tsuru; hereinafter referred to as "NOK") unveiled its new corporate identity (CI) during the FY2024: CEO's Address at NOK's headquarters. Renowned Japanese creative director Kashiwa Sato, who contributed to developing the new CI, took to the stage alongside NOK CEO Masao Tsuru to address employees both in Japan and overseas. They discussed the background and objectives of the CI formulation and the rationale behind the group's unified new logo, corporate logo, and new tagline



(Left) CEO Masao Tsuru, (Right) Kashiwa Sato

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■ Speakers' Comments on the New CI

- Masao Tsuru: Representative Director, Chief Executive Officer, NOK CORPORATION



"Since its establishment, the NOK Group has continued to achieve sustainable growth as a company offering unique technologies and products. Now, for the first time, we have formulated a unified CI for the entire Group to support us in remaining an indispensable presence in the automotive and various other industries worldwide. With the new CI, we aim to foster a sense of unity as "Global One NOK," enhance employee engagement, and increase recognition among all stakeholders.

Moving forward, under the new CI, the NOK Group will continue to embrace change, unite as one, and contribute to safety and comfort of people around the world."

- Kashiwa Sato: Creative Director

"Collaborating with a manufacturer like NOK was a new endeavor for me. But I've long been conscious that while Japanese B2B companies possess incredible insights and technology, they often need help to fully communicate their potential on a global scale. Therefore, when developing the CI for the NOK Group, I was mindful of the unique products and technologies held by each group company and the synergy that comes from their collaboration. We aimed to design a CI that expands value across various industries and hope to foster a shared understanding of each company's value within the NOK Group, enabling us to unite and support the growth of NOK's global business."



■ Read more about NOK Group's [new corporate identity](#)

■ Overview of the FY2024: CEO's Address New Corporate Identity (CI) Unveiling

- Date: April 3, 2024 (Wednesday) 10:00 am to 12:00 pm
- Speakers: CEO Masao Tsuru, Creative Director Kashiwa Sato
- Participants: Approximately 130 locations from 92 domestic and international NOK Group companies (including online viewers)

■ About NOK Group

The NOK Group is dedicated to "Essential Core Manufacturing — The manufacture of pivotal products that shape society." Through this approach, the Group demonstrates its commitment to providing greater safety and comfort, the cornerstones of a

prosperous society. The NOK Group consists of 92 companies located in 16 countries and regions with approximately 38,000 employees. Product development is built upon a robust base of foundational research, resulting in large-scale, stable and high-quality production. Moving forward, the Group will continue to provide technologies and products for all industrial areas, including automobiles and other mobility sectors, electronic products — centered on PCs and smartphones — office automation equipment, medical and healthcare devices, industrial robots, and satellites.