

September 5, 2024
NOK Corporation

Supporting Young Engineers and Showcasing Next-Generation Automotive Technologies

Sponsoring the Formula SAE Japan 2024 Competition

NOK Corporation (Headquarters: Shibadaimon, Minato-ku, Tokyo; Representative Director, Group Chief Executive Officer: Masao Tsuru; hereinafter referred to as "NOK") will continue to serve as an S-Class sponsor for the Formula SAE Japan 2024 – Monozukuri Design Competition, held from Monday, September 9 to Saturday, September 14 at Aichi Sky Expo (Aichi International Exhibition Center, Tokoname City, Aichi Prefecture). This year marks the 17th time NOK has supported the participating teams, with sponsorship beginning in 2008. Additionally, during the dynamic events (vehicle runs) held from Thursday, September 12 to Saturday, September 14, NOK will have a corporate PR booth showcasing the company's next-generation automotive technologies.



A photo from the Formula SAE Japan 2023 competition. A NOK logo sticker is featured on the vehicle.

The 2024 competition will be held in Aichi Prefecture for the first time, with 78 teams participating from both Japan and abroad. The NOK Group is providing around 270 products, including oil seals and O-rings, to support ten university Formula teams participating in the event.

At the company's PR booth, in addition to showcasing existing products such as oil seals, NOK will also display new technologies featured at the Automotive Engineering Exposition held this past May. These include a self-lubricating rubber, jointly developed with ENEOS for the first time, and products/technologies related to thermal management for electric vehicles. Booth visitors will be able to interact with engineers and NOK employees, including those with experience in the Formula SAE Japan competition, who will explain the latest automotive technologies to students and other attendees.

The NOK Group, with its focus on product development grounded in foundational research and stable production of high-quality products, upholds the principle of "Essential Core Manufacturing — the manufacture of pivotal products that shape society." Moving forward, we remain committed to supporting young engineers passionate about the automotive industry and manufacturing.

Inquiries related to this press release

Corporate Communications, Corporate Affairs Group, CEO Office, NOK Corporation

TEL: +81 3-5405-6372 Email: mb_nok_corporate_affairs@jp.nogrp.com

■ About Formula SAE Japan 2024

Formula SAE Japan was established in 2003 to offer students hands-on opportunities in manufacturing, inspired by the Formula SAE competition that originated in the U.S. in 1981. Teams of students from universities, technical colleges, and automotive schools collaborate over the course of a year to design and build Formula-style racing machines. These teams compete across multiple categories, including machine performance, planning, and technical expertise. Through this experience, students not only deepen their understanding of engineering but also refine their practical skills, gaining insights into the core principles and processes of manufacturing. Furthermore, by engaging in team activities and encountering the challenges and thrills of manufacturing, the competition fosters the development of creative, skilled engineers. Traditionally held at venues such as Fuji Speedway in Shizuoka Prefecture and Ogasayama Sports Park (Ecopa), this year's competition will take place in Aichi Prefecture for the first time.

■ Overview of Formula SAE Japan 2024

- Event Name: Student Formula Japan 2024 – Monozukuri Design Competition
- Organizer: Society of Automotive Engineers of Japan, Inc.
- Dates:
 - Online event (Static Inspection): Tuesday, September 3 – Friday, September 6, 2024
 - On-site event (Vehicle Inspection/Dynamic Events): Monday, September 9 – Saturday, September 14, 2024
 - Corporate PR Booth: Thursday, September 12 – Saturday, September 14, 2024
- Venue: Aichi Sky Expo (Aichi International Convention & Exhibition Center Co., Ltd. 5-10-1, Centrair, Tokoname City, Aichi Prefecture)
- Official Website: <https://www.jsae.or.jp/formula2/en/>

■ 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 93 companies located in 15 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.