

NEWS RELEASE

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ALPS Mexico to Begin Full Operations

Aims for business expansion in the growing South American automobile market

Munich, Germany, April 02, 2014 – ALPS Electric's Mexican affiliate ALPS de Mexico S. de R.L. de C.V. (Reynosa, Mexico; Representative: Hiroyuki Sato) will begin full operations in April 2014. The company was established in August last year.

ALPS de Mexico (ALPS Mexico) was established in August 2013 to carry out local stocking, sales, and exporting and importing of electronic components. The company has been advancing preparations for full operations, which commence in April.

Teaming up with sales company ALPS Electric (North America), Inc., ALPS Mexico looks to strengthen support for customers operating in Mexico and to take advantage of the North American Free Trade Agreement (NAFTA) and other free trade agreements to improve cost competitiveness and shorten lead time, thereby stimulating further expansion of Alps' automotive business.

ALPS Mexico is located in a building on the premises of Alcom Electronicos de Mexico, S.A. de C.V., the automotive electronics production base of ALPS Electric and Alpine Electronics, Inc. that has engaged in production activities in Reynosa since 1992. Besides sales affiliate Alps Mexico and production affiliate Alcom Electronicos, the ALPS Group also has a logistics base in Mexico (likewise located in Reynosa) – ALPS Logistics Mexico, S.A. de C.V., an overseas affiliate of ALPS Logistics Co., Ltd. By harnessing additional group synergies, the ALPS Group aims for further growth of its automotive electronics business.

Mexico is currently gaining prominence as one of the world's major automobile production centers as automakers from North America, Europe, Japan and elsewhere successively set up operations there. Domestic automobile production came to around three million vehicles in 2013, the eighth highest in the world. With the Mexican and South American markets also expected to grow, Mexico is the focus of much attention.



ALPS Electric Co., Ltd.

ALPS Electric (Tokyo: 6770) is a leading global manufacturer of high-quality electronic components for mobile devices, home electronics, vehicles and industrial equipment. With the philosophy of "Perfecting the Art of Electronics" ALPS Electric supplies over 40,000 different components to about 2,000 companies all over the world. For more information, visit www.alps.com.

ALPS ELECTRIC EUROPE GmbH, a subsidiary of ALPS Electric Co., Ltd., was established in 1979. Since 2013 the European Head Office has been located in Munich and as such co-ordinates the Sales, Marketing and Product Engineering activities of our branch offices in Munich, Düsseldorf, Paris, Milton Keynes, Gothenburg as well as our sales office in Milan.

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