

## Press Release

### **Yaskawa Electric Europe GmbH (YEG) and Omron Europe B.V. (OEE) announce new forms in their European cooperation strategies**

Hoofddorp/Frankfurt, 01. October 2009

Yaskawa Electric Europe GmbH (YEG) and Omron Europe B.V. (OEE) have agreed to terminate their joint venture and to replace it by a new mid-term European partnership agreement effective 5th October 2009.

In order to grow the market shares further, YEG and OEE have decided to build a new basis for a partnership. For that reason YEG will strengthen its direct sales activities to expand direct key account sales, whereas OEE will further strengthen its focus on the industrial automation business. In addition, both companies will extend their cooperation with other parties to reach a better market coverage and a better focus on the respective European target markets.

The main objective of the joint venture and its company (Omron Yaskawa Motion Control BV), which was established in 2003, was to develop and gain a relevant position in the European motion and drives market, offering the best service in terms of field application support, product development, new technology introduction and logistics. After six years of successful business cooperation between YEG and OEE through the joint venture company, both companies have built a strong position in the motion and drives market. This goal has therefore been fully achieved.

Both companies emphasize their commitments to continue providing top quality supply, service and support. Consequently, the availability of the products, service and support are further fully guaranteed for all users of the products.

For further information please contact:

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