

## Press information

### **KYOCERA to sponsor touring car race**

**Japanese automotive components supplier Kyocera is sending branded Honda Civics to the TCR Germany racing event as a co-sponsor**

**Kyoto, Japan/Neuss, Germany 05. April 2016** – The Japanese technology group Kyocera is acting as a sponsor at the TCR Germany racing event for the first time in 2016. This upcoming season, the Kyocera logo will emblazon two Honda Civics at the ADAC TCR Germany Touring Car Championship (TCR Germany for short).

Kyocera is an automotive components supplier with over 30 years of expertise that has provided numerous passenger cars with instrument cluster displays, on-board monitors, head-up displays and telematic and electronic automotive devices.

“For us, sponsoring these vehicles marks the beginning of our increased involvement with motorsports. At the same time, this serves to emphasise the importance of the long-standing partnerships we have within the automotive industry, which we will continue to develop in the future,” says Manfred Sauer, Managing Director at Kyocera Display Europe GmbH.

### **TCR Germany: A new chapter in touring car racing**

TCR Germany is being held for the first time this year and will close the gap between formula racing and rallying in the future. The approximately 330-horsepower vehicles will be driven at seven weekend racing events in 2016, held in Germany, Austria and the Netherlands.

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### Kyocera in the automotive industry

Kyocera takes advantage of ceramic's properties – resistance to abrasion and heat – when manufacturing automotive components. The company offers various functional parts based on a wide range of proprietary technologies, such as high frequency, liquid crystal, optics and ceramic materials. These parts include IC packaging, camera lenses, antennae, displays and connectors; which are used for various electronic applications in the motor vehicle sector.

"We are looking forward to our involvement in one of the most diverse racing series. This cooperation provides us with an excellent opportunity to showcase our services and expertise in the automotive industry," adds Manfred Sauer.

**For more information about Kyocera:** [www.kyocera.eu](http://www.kyocera.eu)

### About Kyocera

Headquartered in Kyoto, Japan, Kyocera Corporation is one of the world's leading manufacturers of fine ceramic components for the technology industry. The strategically important divisions in the Kyocera Group, which is comprised of 226 subsidiaries (as of March 31, 2015), are information and communications technologies, products which increase quality of life, and environmentally friendly products. The technology group is also one of the oldest producers of solar energy systems worldwide, with more than 40 years of experience in the industry.

The company is ranked #552 on Forbes magazine's 2015 "Global 2000" listing of the world's largest publicly traded companies.

With a global workforce of over 68,000 employees, Kyocera posted net sales of approximately €11.74 billion in fiscal year 2014/2015. The products marketed by the company in Europe include printers, digital copying systems, microelectronic components, fine ceramic products and complete solar power systems. The Kyocera Group has two independent companies in the Federal Republic of Germany: Kyocera Fineceramics GmbH in Neuss and Esslingen and Kyocera Document Solutions in Meerbusch.

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The company also takes an active interest in cultural affairs. The Kyoto Prize, a prominent international award, is presented each year by the Inamori Foundation — established by Kyocera founder Dr. Kazuo Inamori — to individuals and groups worldwide who have contributed significantly to the scientific, cultural, and spiritual betterment of humankind (converted at approximately €360,000 per prize category)

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