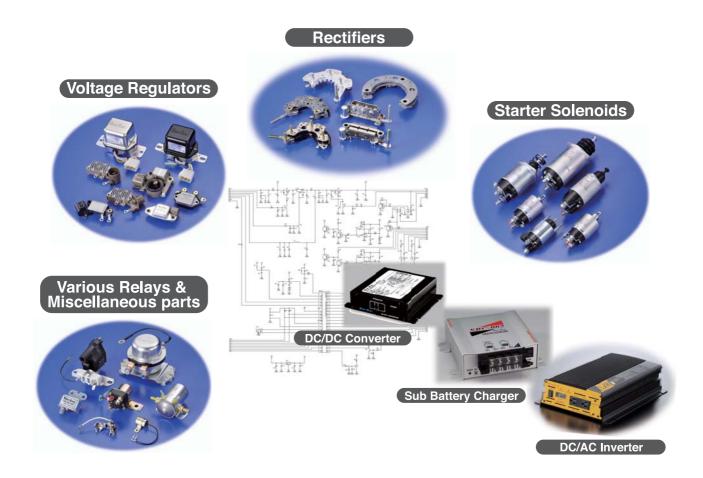




New-Era Co., Ltd.

Electrical Components & Power Devices



New-Era have committed, as a manufacturing specialist of automotive electronics and mechatronics components since 1939, to maintaining deep involvement in development of new products. New-Era will devote themselves to the field of advanced technology, anticipating and responding to market trends much more deeply and globally than ever.

Company's Guidelines

 \mathbf{V} = Vitality

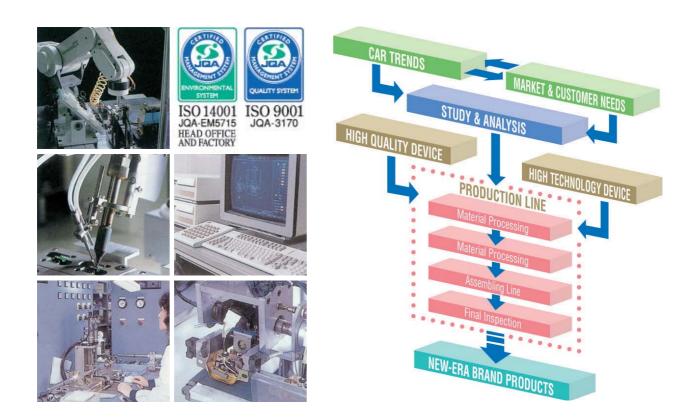
S = Speed

O = Originality

= Passion



Production System to meet market requirements



New products are continuously developed under updated production methods and facilities available. Quality control is well-systematized to provide customers with reliable products possible.

Communication Site \sim Monthly news from New-Era

