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Hitachi Metals' MB20D Soft Ferrite Core Materials Withstand 130°C Temperatures
--Specially developed for transformers, inductors and automotive electronics components--

Purchase, NY, February 10, 2015 - Hitachi Metals America, Ltd. (HMA) announces its latest high-function magnetic materials solutions for automotive electrification technologies. HMA is showcasing its latest magnetic materials R&D results at the SAE 2015 Hybrid & Electric Vehicle Technologies Symposium in Los Angeles, CA.

With tougher CAFE 2025 standards looming, electrification in automobiles has reached a point where next generation technologies in HEV/EV will be key in driving R&D. With proven leading brands and ongoing R&D in materials, Hitachi Metals Group offers notable eco-friendly products, such as NEOMAX® Nd-Fe-B sintered permanent magnets with DDMagic™ technology for HEV/EV motors, NMF™-15 series sintered ferrite magnets for motor application, FINEMET® nanocrystalline magnetic materials for common mode coils in HEV/EV, and KMK™ED and KMK™DF series enameled wires for HEV/EV inverter-fed motors, to name a few.

In addition, HMA is introducing MB20D soft ferrite core materials, which achieve lower core loss and high saturation magnetic flux density in high-temperature environments. Thus, MB20D offers solutions of greater efficiency, reliability, downsizing and weight reduction of transformers, inductors and other electronic components used in automotive applications.

To respond to the need for fuel economy and high performance, Hitachi Metals Group R&D continues to focus on environmentally conscious high-grade magnetic materials and components for automobiles.

About Hitachi Metals America, Ltd.

Hitachi Metals America Ltd., headquartered in Purchase, NY, is a wholly-owned subsidiary of Hitachi Metals, Ltd. and has more than 3,000 employees as of March 31, 2014. Since its inception in 1965, the company manufactures and markets a broad range of Hitachi Metals products. It has 7 manufacturing subsidiaries, 5 sales offices and 1 R&D facility in the U.S. serving automotive, industrial, telecommunications and information technology, semiconductor, consumer products and energy segments. To learn more, visit www.hitachimetals.com

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About Hitachi Metals, Ltd.

Hitachi Metals, Ltd., (TSE: 5486), headquartered in Tokyo, Japan, with consolidated revenue totaled about 808 billion yen (\$7.8 billion) in fiscal 2013 (ended March 31, 2014), is one of the major members of the Hitachi Group of companies. The company manufactures and markets a diverse portfolio of high-grade metal products and materials, magnetic materials and applications, high-grade functional components and equipment, and wires, cables and related products. To learn more, visit www.hitachi-metals.co.jp/e/

About Hitachi, Ltd.

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, delivers innovations that answer society's challenges with our talented team and proven experience in global markets. The company's consolidated revenues for fiscal 2013 (ended March 31, 2014) totaled 9,616 billion yen (\$93.4 billion). Hitachi is focusing more than ever on the Social Innovation Business, which includes infrastructure systems, information & telecommunication systems, power systems, construction machinery, high functional materials & components, automotive systems, health care and others. To learn more, visit www.hitachi.com

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