

Press Information

Kyocera and AVX to Establish New Brand “KYOCERA AVX” to Enhance its Business Worldwide

Companies to reorganize global sales forces to expedite optimal deployment

Kyoto/London, April 27th, 2021. [Kyocera](#) (President: Hideo Tanimoto) and [AVX Corporation](#) (CEO: John Sarvis, hereinafter; “AVX”) today announced that the companies have established a new integrated brand “KYOCERA AVX” to be used for the KYOCERA group’s electronic components business starting in October, 2021 (or later) following the integration of Kyocera’s “Corporate Electronic Components Group” and “AVX” into a new segment, “Electronic Components Business” as of April 1, 2021. The new brand structure will accelerate and strengthen the growth of Kyocera’s electronic components business worldwide. In addition, sales organizations in the U.S. and Europe will unify starting in October 2021 (or later), and sales in Japan, China and other Asian nations will follow beginning in April 2022 (or later). This consolidation will enhance the global sales capabilities and maximize synergy by combining the companies’ resources of manufacture and development for further expansion of its global business.



AVX, a wholly-owned subsidiary of Kyocera, is a leading global supplier of a wide range of products, including electronic components, connectors, and sensors. AVX has been working proactively on expanding its product lineup, business domains, and market shares through R&D and M&A. In its key markets, Kyocera expects demand for electronic components to accelerate due to the widespread use of IoT, 5G and Advanced Driver Assistance System, and rapid technological innovation and business opportunities are brought about by the progression of the so-called “the 4th Industrial Revolution.”



Amid these changes, integrating the Kyocera and AVX brands and reorganizing global sales forces enables Kyocera to accelerate innovative developments, respond to customer needs, and implement investments for the KYOCERA Group to gain market share pursuant to our global business perspectives and strategies. At the same time, the new brand will contribute to enhancing the KYOCERA Group's corporate value in the medium to long term.

For more information on Kyocera: www.kyocera.co.uk

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 298 subsidiaries (as of March 31, 2020), are information and communications technologies, products which increase quality of life, and environmentally friendly products. The technology group is also one of the most experienced producers of smart energy systems worldwide, with more than 40 years of know-how in the industry.

The company is ranked #549 on Forbes magazine's 2020 "Global 2000" listing of the world's largest publicly traded companies. With a global workforce of over 75,500 employees, Kyocera posted sales revenue of approximately €13,33 billion in fiscal year 2019/2020. The products marketed by the company in Europe include printers, digital copying systems, semiconductor-, fine ceramic-, automotive- and electronic components as well as printing devices and ceramic kitchen products. The KYOCERA Group has two independent companies in the United Kingdom: KYOCERA Fineceramics Ltd. and KYOCERA Document Solutions Ltd.

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 worldwide who have contributed significantly to the scientific, cultural, and spiritual betterment of humankind (converted at approximately €828,000 per prize category).

Contact

KYOCERA Fineceramics Ltd.
Daniela Faust
Manager Corporate Communications
Prospect House, Archipelago,
Lyon Way, Frimley, Surrey.
GU16 7ER United Kingdom
Tel: [+44 1276 693450](tel:+441276693450)
Fax: +44 1276 693460
Mobile: +49 175 72 75 70 6
E-mail: daniela.faust@kyocera.de
www.kyocera.co.uk