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Nidec Corporation

New York Stock Exchange symbol: NJ
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Nidec Launches New Corporate Statement

Nidec Corporation (NYSE: NJ) today announced the launch of a new corporate statement codifying the core values Nidec adheres to and seeks to share with its stakeholders. The new statement, “All for dreams”, will be implemented across the entire Nidec group companies from April 1, 2007 onward.

“I want every Nidec Group employee to experience the pleasure of a dream come true through work,” says Shigemori Nagamori, president of Nidec Corporation. “Dreams shape a company, raise it, and in adversity toughen it up. Dreams give us strength to address innovative challenges. We hope our undertakings will also contribute to your dream come true somehow. That is when Nidec’s corporate value truly shines through.”

The corporate statement, “All for dreams”, is the product of months of research by Nidec employees and brand-building experts to create a message that best exemplifies the company's present and future.

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Nidec

All for dreams

【Corporate statement】

We begin with dreams.
Dreams drive our motivation.
Dreams are our future.

The world's dreams, people's dreams, our dreams.
Our passion creates ideas that make dreams come alive.
Technology and products that were only dreams become reality.

All for dreams

Dreams challenge and the Nidec-Group will continue to meet the challenge.
For the world's and people's tomorrows,
The world's first, the world's best technologies and products,
We will continue our part in creating a better society.

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NIDEC CORPORATION

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