

**Meiden America, Inc. announces the launch of its new company Meiden Technical Center North America, LLC.**

Novi, Michigan (January 2007) - Meiden America, Inc., a wholly owned subsidiary of Meidensha Corporation, announces the launch of its new company Meiden Technical Center North America, LLC.

The new company will offer contract testing and engineering services providing reliable and valuable know-how as well as test systems with new advanced technologies for development of tomorrow's gasoline and diesel combustion engines. Meiden will provide data for exhaust emission measurement with dynamometer tests including transient engine operation and fully automated operation. Our measuring systems and components incorporate state of the art technology to power, measure and monitor complex data required by the engine community. The key focus on our powertrain fully flexible test stand is to use high performance dynamometers with advanced controllers allowing us to provide tests in-house eliminating high cost road evaluation procedures. Within the powertrain test cell, we will be able to perform transient and other development tests including NVH tasks. Using test simulation technology will significantly shorten development time of a new powertrains.

In late 2007 Meiden Technical Center North America, LLC., will open its new facility in Northville Township Michigan. This new facility with potential for future growth and expansion of operation will also be the future home of Meiden America, Inc. The facility will consist of four engine test cells and one powertrain test cell, using state of the art testing equipment and incorporating the latest testing technologies.

At the end of 2006, Meidensha Corporation took their first step investing almost \$17 million USD into this new 78,000 square foot facility with assistance from the Michigan Economic Development Corporation and Northville Township. Both approved state and local property tax abatements to encourage the company's new investment, which is expected to result in the creation of at least 20 new Michigan jobs.

"The launch of the Technical Center in Michigan is an important step in continuing the development of long - term relationships with our North America customer base" said Mr.Keiji Kataoka, President and CEO of Meidensha Corporation in Japan.

**About Meiden America, Inc.**

Meiden American Inc. is part of the Meidensha Corporation, headquartered in Japan and with facilities in Michigan, the UK, and throughout Asia. In 1920, Meidensha developed its first DC Dynamometer and today employs over 7,000 people worldwide in the growing fields of energy, transportation, the environment information technology, construction and industrial systems. Meidensha is the only dynamometer supplier to manufacturer both dynamometers and drives completely in-house. Since 1986, Meidensha Corporation has been providing components and test systems to the North American market and in particular to the tier suppliers and major OEMs. In 2003, Meidensha formed Meiden America Inc. to provide service and support to the growing North American customer base. Meiden American Inc. provides a full range of testing products and technologies including, AC, EC and DC dynamometers, chassis dynamometers, data acquisition systems,



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powertrain and driveline testing systems, EV and HEV testing components and system, systems integration and after sales service and support.

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