

# Press release

2008-04-16

The two companies ALPS ELECTRIC EUROPE GmbH and ALPS NORDIC AB will be merged into one sales entity in Europe as of 1st Oct, 2008. The new company name will be ALPS ELECTRIC EUROPE GmbH.

The purpose is to pursue Alps Global strategy for regional consolidation in US, Europe and Asia.

Alps strategy with a strong local support structure will remain and emphasis will be on improved efficiency and coordination on global as well as regional level.

Please revert any questions to:

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The logo for ALPS, featuring the word "ALPS" in a bold, blue, sans-serif font. A registered trademark symbol (®) is located at the bottom right of the letter "S".