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May 13, 2014

Hirata has received a purchase order from Ford Motor Company

Hirata Group is pleased to announce that it has received a purchase order for automatic transmission sub-assembly equipment from Ford Motor Company.

1. Order in details

Hirata Corporation (HQ @Togoshi 3-20-9, Shinagawa, Tokyo Japan) announces that a Purchase Order has been awarded to Hirata in North America by the Ford Motor Company for automatic transmission sub-assembly equipment.

Since the late 1990's, Hirata has provided many large scale assembly lines for engines and transmissions to GM and Chrysler but this is the first Purchase Order awarded by Ford. In addition to Hirata's reputation for timely delivery, key success factors include Hirata's assembly technology with the modular ACS concept (*) and its customer support provided through its local subsidiary.

(*)ACS concept: Hirata's proprietary concept for engineering an assembly line system based on standardized modules allowing versatility, efficiency, ease of maintenance and flexibility.

2. Financial Projection

This order will be registered across the first half of the fiscal year ending in March 2016 and the sales will be posted according to percentage of completion basis. For the current fiscal year ending in March 2015, the relevant amount has been already included in the turnover projection reported (consolidated and non-consolidated) and the earning estimate remains the same.

End