NGK SPARK PLUGS TECHNICAL CERAMICS
NGK SPARK PLUG CO., LTD.
IGNITE YOUR SPIRIT

NEWS RELEASE

URBANNET NAGOYA NEXTA Bldg.
1-1-1 Higashisakura, Higashi-ku, Nagoya

January 26, 2023

NGK SPARK PLUG CO., LTD.

Announcement of Creation of Group Logo and New Corporate Logo

NGK SPARK PLUG CO., LTD. (President: Takeshi Kawai, Headquarters: Higashi-ku, Nagoya), with the change of our English company name*1 effective April 1, 2023, we are pleased to introduce our newly created group logo and new corporate logo to coincide with our new English company name.

“A newly created group logo and new corporate logo for English company name”

Niterra

■Background on the change

Effective April 1, 2023, our English company name will change to "Niterra Co., Ltd." As a result, the Nittoku Group will become the "Niterra Group". With this change, we are introducing a newly created group logo and new corporate logo to create further unity within our organization and promote our efforts to transform our business portfolio. We will continue to use the "NGK", brand for spark plugs, and the "NTK", brand for ceramic-related products.

■Thoughts put into the new group and corporate logo

The new English company name, Niterra, is a coined word that combines the Latin word “niteo,” which means to shine, and “terra,” the earth. It expresses the group's thoughts and the company’s future direction of becoming a company that contributes to a sustainable society and brightens the entire global environment. The new logo uses a unique design that combines straight and curved lines to express the image of the next generation of our company, one that is not just an extension of the group’s history but an evolution.

For the corporate colors, we used "Earth Green", which is a calming representation of the color of the earth as seen from space, and "Shine Yellow", which expresses the existence of a single point

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that illuminates society and the earth. These colors express our desire to foster a sense of trust in our group and contribute to the global environment.

Taking the opportunity to change the English company name, the group will work together to accelerate the global transformation and take on challenges toward the transformation of our business portfolio.

*1 Announcement Regarding English Company Name Change (May 23, 2022)