



FOR IMMEDIATE RELEASE

Nidec Corporation

New York Stock Exchange symbol: NJ
Stock exchange code (Tokyo, Osaka): 6594

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Nidec to Establish Five Sales Branches in Inland China

Nidec Corporation (NYSE: NJ, the “Company” or “Nidec”) today announced the establishment of 5 new sales branches in China, respectively located in Chongqing, Chengdu, Wuhan, Changchun, and Zhengzhou, as part of its efforts to expand sales in the Chinese market. These additions now bring the total number of Nidec’s sales operations units in the Chinese economic area to 12 (four sales companies and eight branches), significantly broadening the Company’s sales network in eastern Asia.

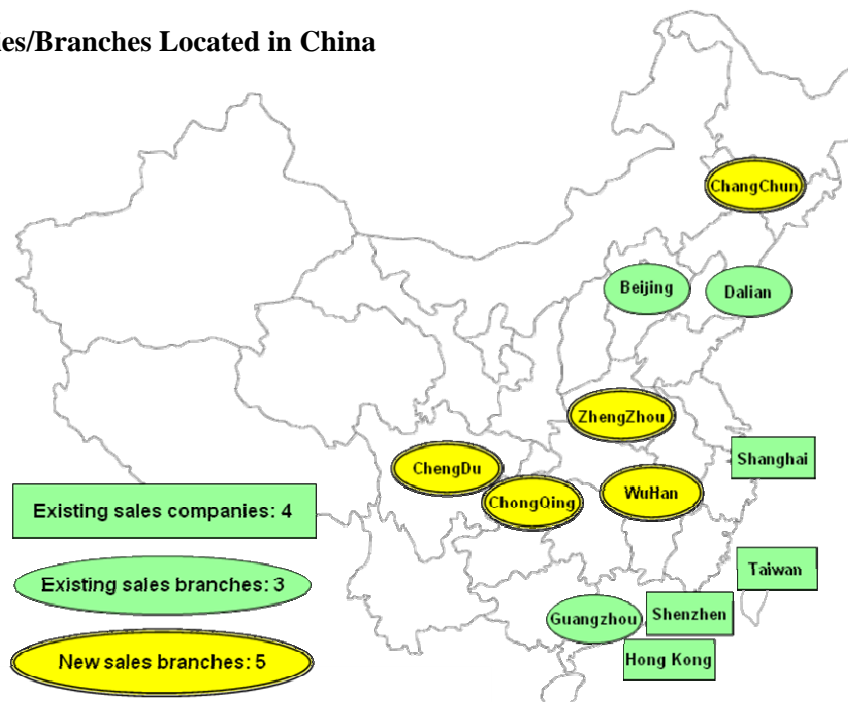
I . Objectives of Establishing New Sales Branches

The new sales branches aim to strengthen Nidec’s sales presence in the fast-growing inland China.

China’s five inland cities: Chongqing, Chengdu, Wuhan, Changchun, and Zhengzhou, are known as rapidly advancing R&D and manufacturing centers for various information telecommunications equipment, home appliances and automobiles. The central role of the Company’s new sales branches is twofold: building solid relationships with growing Chinese customers, and preparing the path for our existing customers to move their operations to inland China.

In the meantime, Nidec intends to accelerate management localization for its China operations, providing equal employment and promotion opportunities to capable individuals regardless of gender or age.

II . Sales Companies/Branches Located in China



-Continued on next page-

III. Outline of New Sales Branches

1. ChongQing Branch

- (1) Name: NIDEC (SHENZHEN) OFFICE CO, LTD.
ChongQing Branch
- (2) Address & contact information:
1202A, Metropolitan Tower, NO. 68 Zourong Road, Central District, Chongqing,
The People's Republic of China
Postal Code: 400010
Telephone: +86 (023) 89036970
Fax: +86 (023) 89036823
- (3) Date of establishment:
September 07, 2010
- (4) Representative:
Mr. Taku Kubota (full-time)

2. ChengDu Branch

- (1) Name: NIDEC (SHENZHEN) OFFICE CO, LTD.
ChengDu Branch
- (2) Address & contact information:
38-05, Huamin Empire Plaza, No. 1 Fuxing Street, Chengdu City, Sichuan Prov.,
The People's Republic of China
Postal Code: 6100016
Telephone: +86 (028) 65312137
Tax: +86 (028) 65312139
- (3) Date of establishment:
September 06, 2010
- (4) Representative:
Mr. Norimitsu Matsuura (full-time)

3. WuHan Branch

- (1) Name: Nidec (Shanghai) International Trading Co., Ltd.
WuHan Branch
- (2) Address & contact information:
Room 503 B, Doughe Center, Hanyang District, Wuhan
Economic & Technological Development Zone, Wuhan City, Hubei Prov., The
People's Republic of China
Postal Code: 4300056
Telephone: +86 (027) 84951322
Fax: +86 (027) 84951325
- (3) Date of establishment:
August 12, 2010
- (4) Representative:
Mr. Yuan Li (full-time)

4. ChangChun Branch

- (1) Name: Nidec (Shanghai) International Trading Co., Ltd.
ChangChun Branch
- (2) Address & contact information:
Room 12&13 17th, A Tower Tonggang International Block, No. 3218 Yatai Street
Nanguan District, Changchun City, Jilin Prov., The People's Republic of China
Postal Code: 130022
Telephone: +81 (0431) 88625707
Fax: +81 (0431) 88625708
- (3) Date of establishment:
September 06, 2010
- (4) Representative:
Mr. Yuan Yi (also a Deputy GM at Nidec (Shanghai) International Trading Co., Ltd.)

5. ZhengZhou Branch

- (1) Name: Nidec (Shanghai) International Trading Co., Ltd.
ZhengZhou Branch
- (2) Address & contact information:
Room 1215, No. 12 Century Fenghui Building, Zhengzhou City, Henan Prov., The
People's Republic of China
Telephone: +86 (0371) 69190218
Fax: +86 (0371) 69190218
- (3) Date of establishment:
September 13, 2010
- (4) Mr. Liu Wenjin (full-time)

Disclaimer/Forward-looking Statements

This press release material contains forward-looking statements including expectations, judgements, plans, and strategies. The forward-looking statements are based on management's assumptions and belief in light of the information currently available. Certain risks, uncertainties and other factors could cause actual results to differ materially from those discussed in the forward-looking statements. Such factors include, but are not limited to: fluctuation of currency exchange rates, overall supply and customer demand in the motor industry, product development and production capabilities, performance of affiliated companies, and other risks and uncertainties. Nidec undertakes no obligation to update forward-looking statements to reflect events or circumstances that occur after the date the statements are made.

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