

DISTRIBUTORS COMMUNICATION GUIDELINES

2025

Dear Distributors,

We are pleased to share with you the communication guidelines to promote JTEKT products.

Please note that if you need additional communication tools, you can contact our team :

aftermarket@jtekt.eu

Black version



White version



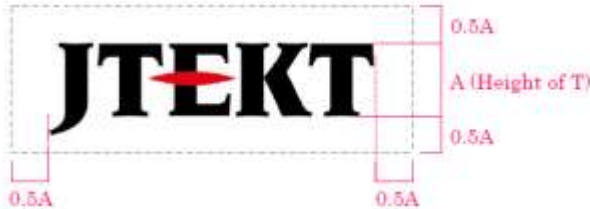
You have the choice to use two logo versions :

- Black
- White

They are available in PNG format.

LOGOS - How to use our logo?

- A minimum blank space must be maintained around the entire logo when placing it for print or digital layout.



- The **positive-form** logos must be used on a **white background** (or very light colours)
- The negative-form JTEKT logo must only be used on a black background



- The colour of logos must not be modified





- The use of these 3 logos is prohibited since April 2021.
- Please download the appropriate logo.

Proposal to introduce JTEKT company

Brief introduction

JTEKT is a **global leader** in **engineering and manufacturing automotive systems, bearing solutions.**

Some history

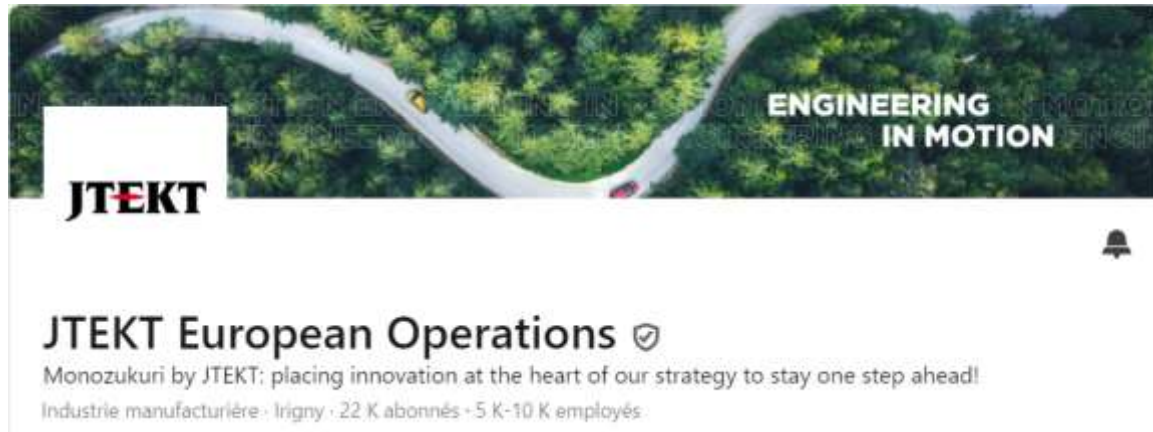
JTEKT Group was established in January 2006 through the merger of Koyo Seiko Co., Ltd. and Toyoda Machine Works, Ltd. forming a new global company with a rich heritage of quality.

SOCIAL MEDIA – How to communicate?



JTEKT is active on LinkedIn, don't hesitate to tag us too on your publication :

#JTEKT EUROPE OPERATION #JTEKT EUROPE BEARINGS#JTEKT



[JTEKT EUROPE OPERATIONS](#)



[JTEKT EUROPE BEARINGS](#)

If you want to promote JTEKT with a picture, please see below some banners example :



If you want to indicate our website on our market platform or communication, please find below the different links :

<https://www.jtekt.eu/fr/>

<https://jtekt-bearings.eu/fr/>



IMPORTANT :

As JTEKT does not grant any exclusivity to its distributors, no such mentions should appear in your communications. However, you can always mention that you are an official distributor of JTEKT.

YOUR CONTACTS

aftermarket@jtekt.eu

JTEKT

“No. 1 & Only One – Shaping a Better Future”