

## News Release

August 8, 2024  
Proterial, Ltd.

### About Proterial's Participation in the Formula SAE Japan 2024 as a Sponsor

Proterial, Ltd. (hereinafter, Proterial) would like to announce that it will support the Formula SAE Japan 2024 as an S-class sponsor once again this year.



The Formula SAE Japan 2024 is an event where students compete in overall manufacturing ability with vehicles that they come up with, design, and produce by themselves. This year marks the 22nd holding of the event. The purpose is to train human resources who can contribute to the development and promotion of automotive technology and industry, with Japanese and overseas automobile and automobile parts manufacturers participating as sponsors and supporting automobile production by providing parts.

Proterial provides a variety of high-performance materials for automobiles, including specialty steels, fabricated materials, magnetic materials, power electronics, and wire materials. Especially in recent years, Proterial has been focusing on eco-friendly products that ensure higher xEV efficiency, lower fuel consumption in ICVs (gasoline engine vehicles), and improved safety, aiming to achieve growth in the global market by implementing business strategies that enhance and expand such products. By continuing to support the Formula SAE Japan, Proterial will train human resources who will play an active role in the manufacturing field in the future, seek to improve technical capabilities, and contribute to industry development.

#### ■ Formula SAE Japan 2024

Date: Tuesday, September 3, 2024 to Friday, September 6, 2024  
Online static events (cost manufacturing and design)  
Monday, September 9, 2024 to Saturday, September 14, 2024  
Vehicle examinations / Dynamic events / Static events (presentation)

Venue: Aichi Sky Expo in Tokoname City, Aichi

Sponsored by: Society of Automotive Engineers of Japan, Inc.

Entrance fees: Free of charge

■ **Reference:** Formula SAE Japan 2024 website of the Society of Automotive Engineers of Japan  
<https://www.jsae.or.jp/formula/>

#### Proterial, Ltd.

Toyosu Prime Square, 5-6-36 Toyosu, Koto-ku, Tokyo 135-0061, Japan  
[www.proterial.com/e](http://www.proterial.com/e)



Photos: Last year's Formula SAE Japan 2023

Media Inquiries: Corporate Communications Dept.

[https://www.cntct.proterial.com/contact/publish/inquiry\\_eng?g=01&c=001-01](https://www.cntct.proterial.com/contact/publish/inquiry_eng?g=01&c=001-01)

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## ■About PROTERIAL

# PROTERIAL

“Proterial” reflects the essence of our corporate philosophy, which consists of three elements: Mission: “Make the best quality available to everyone;” Vision: “Leading sustainability by high performance;” and Values: “Unflinching integrity” and “United by respect.” It combines “**pro-**” with the word “**material.**”

“Pro-” represents our “three pros”:

- **Professional — work that exceeds expectations**
- **Progressive — a spirit that keeps challenging**
- **Proactive —an enterprising attitude**

“Material” refers to the high-performance materials that our original technologies produce and underpinned by the three pros. With our focus on solving customer issues and bringing new levels of value, we promise to contribute to the realization of a sustainable society through the products and services that embody our philosophy.

## ■Proterial, Ltd. — Company Overview

Established: April 1956

Head office: Toyosu Prime Square, 5-6-36 Toyosu, Koto-ku, Tokyo 135-0061, Japan

Capital: 310 million yen (as of March 31, 2024)

Representative: Sean M. Stack

Representative Director, Chairman, President and Chief Executive Officer (CEO)

Sales revenue: 1,033.2 billion yen (Term ended March 2024)

History: 1910: Founded as Tobata Foundry Co.

1937: Merged with Hitachi, Ltd.

1956: Established separately as Hitachi Metals Industries, Ltd.

2023: Company separated from the Hitachi Group, and renamed from Hitachi Metals, Ltd. to Proterial, Ltd.

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