



OGURA CHOSEN BY SANDEN AS SUPPLIER OF THE YEAR

Tokyo, Japan

Last quarter, at the Tokyo Dome Hotel, the 2015 "Sanden Global Create the Future" event was held. Among 1600 key Sanden suppliers, Ogura was chosen to receive the Supplier of the Year Award. This yearly award is given to the supplier that has contributed the most, on a global basis, to the success of Sanden. The key categories are the same as they are for most companies, which are quality, cost, and delivery. During the ceremony, Ogura's efforts were highly praised by Sanden management. Both Ogura and Sanden engineers were able to work on and implement value added ideas that were able to reduce overall costs. In addition, Sanden started using a brand new coil-less clutch design from Ogura with an innovative plastic pulley that not only reduced cost, but also reduced weight, which was important for automotive gas mileage targets. ●



Mr. Ogura, CEO of the Ogura Group, (holding certificate) and Mr. Inoue (holding trophy) receiving Supplier of the Year Award from Sanden

CHINA PLANT MOVED

Shanghai, China

In May of last year, Ogura Clutch Gangxing opened. This was Ogura's newest facility in China and some of the manufacturing operations were moved to that facility from Ogura's older facility in the Shanghai area. The older building that Ogura was leasing was too large and too old, so Ogura Shanghai has moved to a more modern, but smaller operation. The footprint of the new building is only 1,570 square meters. The new facility officially opened in its new location on January 1st of this year.

Much of the actual moving of the smaller equipment and the majority of the painting and drawing flow lines on the floor were done by the staff of Ogura Shanghai.

Even though this was a small move, it was not without its drama. The Chinese government (the landlord) claimed that the equipment that Ogura moved actually belonged to the government and they were upset that Ogura had moved it without their permission. After Ogura attorneys became involved, the government eventually conceded that the equipment was Ogura's and a deal was reached where Ogura would not have to remove the additional electrical panels, but would be required to fix the floor and the roof. ●



New facility

Ogura Sales Rep Profile

Abe Tibebu

Keller Industrial

Hello, I am Abe Tibebu, and I am the most recent addition to the Keller Industrial Products sales team, covering Rochester, NY and Buffalo, NY areas.

I studied Biotechnology at the Rochester Institute of Technology. My career started in sales working for a large eye care company in Rochester NY, I promoted over the counter and prescription eye drugs. Most recently I worked for a Fortune 100 Chemicals company selling specialty chemical and ingredients into the home and personal care market. In both cases I was able to quickly adapt to a new industry, and learn to be a resource to my customers.

On a personal note, I am a husband and father. My wife and I have a two year old, we are expecting our second child and we have a three year old husky. In my free time, I enjoy playing with my daughter, gardening, woodworking, writing, running and home renovations. This year we expanded our vegetable garden from 16 sq. ft. to over 100 sq. ft., and I am making plans to build a greenhouse in the next few years. I find the time I spend on my hobbies, and with my family allows me to focus better and be more effective when I am at work.

Thank you, Ogura, for this opportunity. I'm excited to be part of the team. ●



Abe Tibebu

87TH PROCUREMENT POLICY SEMINAR & SUPPLIER AWARD CEREMONY

Kiryu, Japan

Last quarter, 223 people from Ogura's 163 suppliers

attended the conference that was held at the Akabori production

facility. Awards were given to various suppliers. Personnel from Ogura's quality control and production spoke to the suppliers. Much of the feeling from the seminar can be summarized in Mr. Ogura's words. "The overall Japanese economy should be favorable in 2015. However, we believe we need to focus on our core principle of manufacturing without relying on external government influence. We are going to review our lateral structure of our plants and engineering departments in order to achieve a more flexible system. By removing the barrier between plants, the company can oversee its productivity more efficiently. Not just expanding the existing business, Ogura is investing in resources to develop new products. Consolidation of engineering departments will help the company share the engineering and market needs. In order to prevail in the world market, we need competitive speed, quality, cost and delivery and all these contributions are needed from our suppliers to achieve Ogura's next big step." ●



Mr. Ogura addresses suppliers

ISO 9001/TS16949 AUDIT UPDATE

Akabori, Japan

Last quarter, Mr. Sansei, Mr. Ito and Mr. Ando of Lloyd's Quality Assurance visited Ogura's Akabori facility to perform the latest update. This is the first audit since the TS audit rule was revised for the 4th time making the requirements even more stringent than before. Although Ogura has shown improvement since the last audit, there are always areas that can have tighter control. It was observed that Ogura has some self-elected rules that were not being followed, so these areas will be more tightly controlled.

As a side note, Mr. Sansei said, "As generations of people who originally helped the people to acquire ISO are retiring, reduction of QMS management level is of concern. While education and training are conducted routinely, it is a challenge to pass down the know-how from generation to generation. Documents such as quality manual, work standards, etc. need to be thoroughly understood and one has to realize the gap between what is expected and reality." ●

Application Story

A MIGHTY WIND FROM A TINY SOURCE

Today's commercial van manufacturers are changing the game by delivering new Euro style vans to North America. These new platforms boost fuel efficiency and increase cargo space dramatically. Ford's 3.7 L Transit, Mercedes Benz's 3.0L Sprinter, and the Ram 3.6L ProMaster are but three of the new entries causing shakeups in the mobile service industry.

Although there is limited underhood space available, most vans have an option to mount a secondary alternator. Dual alternators are used in many vans that are converted into ambulances or emergency vehicles to meet those specialized vehicles' electrical needs. VMAC's challenge was to try to fit a compressor into the space of an alternator.

VMAC's newly formed Product Development Department was given the task of building a compressor that met the entire scope. Small, cost effective, 30-35 CFM, and able to deliver the results are what VMAC's Dealer Network demanded.

When VMAC tasked Ogura with this new challenge, Ogura went to work to design the world's first 85 mm OD, 8 groove poly-v production clutch, capable of driving the anticipated pump loading (>15NM) while cycling flawlessly at running speeds exceeding 7,000 RPM. The clutch components and bearing design are viable for up to 10,000 RPM continuously, providing plenty of safety margin.

Ogura's MAE-MG43 clutch does away with traditional flux directing techniques by completely eliminating the

steel structural spokes, replacing them with a structurally strong, but magnetically neutral material creating a near 100% efficient magnetic circuit. It is this marked increase in magnetic efficiency, with multipole technology that allows the Ogura clutch to transmit the torque of a clutch nearly twice its size.

To provide long life and to handle the increase in clamping forces on the smaller diameter, the Ogura clutch integrates a stable high performance proprietary friction material embedded in the rotor pulley. The multipole, spoke-less rotor design, permanently lubricated, snout

mounted, double row ball bearings, robust proprietary friction material, the compact 85 mm pulley size, bi-directional armature return springs and fully epoxy encapsulated coil (located within the pulley cavity), makes this clutch the most advanced miniature 8 groove, 12 VDC clutch available today.

With the major components finalized, VMAC then turned to a few of its selected dealers to move the product into the market. This is when the pleasant surprise of a new major market was found with the introduction of European style vans into the North American market. VMAC feels that the UNDERHOOD LITE, together with its Ogura clutch will enable its dealers to install a state of the art, cost effective rotary screw air compressor system under the hood of mobile service vehicles for current markets and new ones yet to come.●



Air storage tank



Ogura's MAE-MG43 clutch



UNDERHOOD LITE with Ogura clutch



Happy Summer from the Staff of Ogura

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Ogura in the News

RACERS READY FOR 2015 LAWNMOWER RACING SEASON

Last quarter, Chuck Miller participated in the Winter Championship pull held in Springfield, OH. It was a two day event and it is still the largest event of its kind in the Midwest for pulling. This was the 36th year of the Winter Championship. The first day, there were 10 pullers in the open class and Chuck ended up in 3rd place overall for the day. The 2nd day, there were 10 pullers and Chuck had a great run and ended up in 1st and overall, he won the 2015 open class.



Chuck and Bobby with their new Ogura racing machines

For 2015, Chuck Miller is going to be racing in the BP class and Bobby Cleveland will be racing in the FXT class for the first time. FXT stands for factory experimental twin. This means that the engine needs to be a v-twin, which can be either vertically or horizontally mounted, but can only start as a standard 22 horsepower OEM rated four cycle lawn mower equipment engine. However, some modifications can be made to the engine to increase performance. After modifications, Bobby would expect around 40 horsepower out of this new FXT racer, but some racers can get their engines up to almost 100. In his first FXT race ever, in Avon Park, FL, Bobby took 5th place. In Chuck's first race of the season at the end of May, he took 2nd in the BP class. ●

OGURA EXHIBITS AT CHINESE TRADESHOW

Guangzhou, China

Last quarter, Ogura exhibited at the 12th annual Guangzhou International Automotive Technology Exhibition. This was held at the Pazhou Complex of Chinese Import and Export Commodities Fair. This is the 5th year that Ogura has exhibited at the show. This year, Ogura exhibited its full line of electromagnetic clutches and brakes. Automotive air conditioning clutches, lawnmower, PTO clutches, industrial clutches, micro clutches, elevator brakes were on display, as well as some of Ogura's specialized products like superchargers, racing clutches and high precision aviation components.

The new trade show booth also had videos introducing Ogura's new product line as well as illustrations of various products mounted on continuously rotating panels. Overall, the show was fairly well attended and Ogura personnel felt that the exhibition was worthwhile. ●



Ogura's new booth at the Guangzhou International Automotive Technology Exhibition