

## Corporate

# TDK, NEOM McLaren Formula E Team and McLaren Shadow F1 Sim Racing Team form a strategic technology partnership.



- Strategic technology partnership underpins “TDK Transformation”, defined as “Driving Transformation for Performance and Passion within”
- Technical components developed by TDK can already be found within the Nissan e-4ORCE 05, the race cars used by the NEOM McLaren Formula E Team from Season 11 of the ABB FIA Formula E World Championship
- TDK United engineers from TDK Group will collaborate with McLaren Racing and its partners to advance EV and gaming applications

October 29, 2024

TDK Corporation (TSE:6762) and McLaren Racing are pleased to announce the formation of a strategic multi-year, technology partnership aimed at achieving new heights in innovation and technology. TDK has formed a partnership with the NEOM McLaren Formula E Team and McLaren Shadow F1 Sim Racing Team. Both TDK and McLaren Racing are driven by a shared commitment and passion for technology, innovation and sustainability.

This partnership is founded on the shared values and vision of both companies, representing a mutual determination to combine their technological expertise and build a high-performance future through the cutting-edge electric vehicle (EV) motorsport platform of Formula E, and ever-growing esports field. As a technology partner, TDK are using motorsport and racing as a testbed to advance technologies that could help shape the future of EV, gaming and beyond.

### Reason Behind the Technology Partnership

The NEOM McLaren Formula E Team aspires "To move racing forward", boasting a high level of technical expertise and numerous innovations and achievements in motorsport. On the other hand, TDK, guided by its corporate motto "Contribute to culture and industry through creativity", is currently actively supporting the evolution of EV automobiles and infrastructure. TDK's products enable and support many of the appliances we use daily embedded within. The company serves as a strategic partner to global major OEMs and Tier-1 suppliers, offering a broad product portfolio of passive components, sensors, power supplies, other modules and systems as well as technical support from its core R&D hubs across the world.

Formula E serves as a testbed for cutting-edge EV technology that has the potential to influence the future general EV market. Even today, technical components developed by TDK can already be found in the Nissan e-4ORCE 05, the race cars used by the NEOM McLaren Formula E Team from Season 11 of the ABB FIA Formula E World Championship. Additionally, McLaren Racing has a professional esports team, McLaren Shadow, who specialize in F1 Sim Racing. Today, TDK supplies a variety of technologies and products to major players within the gaming sector. TDK aims to extend this technology collaboration approach with McLaren to the gaming field as well.

By combining the expertise of McLaren Racing and TDK, the partners aim to drive advancements in EV and gaming through cutting-edge technologies. By learning from each other's innovations and continuously pushing the boundaries, this partnership will unlock new possibilities in both industries.

**Shared Vision and Values “United”**

TDK United sees diverse team members from various TDK group companies, with diverse backgrounds and expertise from around the world come together. Both TDK and McLaren Racing believe that success in motorsport extends beyond merely building the fastest car. This collaboration is also about the people whose passion for innovation and dedication to technology and performance solve challenges and open new frontiers. True achievement is realized when engineers, designers, drivers, and strategists collaborate to overcome challenges and reach new heights as a UNITED team.

Through this technology partnership with McLaren Racing, TDK aims to further refine its technology and contribute to the evolution of the EV and gaming industry. “Accelerating transformation for a sustainable future” is a key focus for “TDK Transformation” as highlighted in the company’s Long-term Vision, solidifying its position as a sustainability, technology, and innovation-focused global company. TDK is committed to being a global leader and passionate enabler of future technologies that surround us and enhance people’s everyday lives.

**Zak Brown, CEO, McLaren Racing, said:**

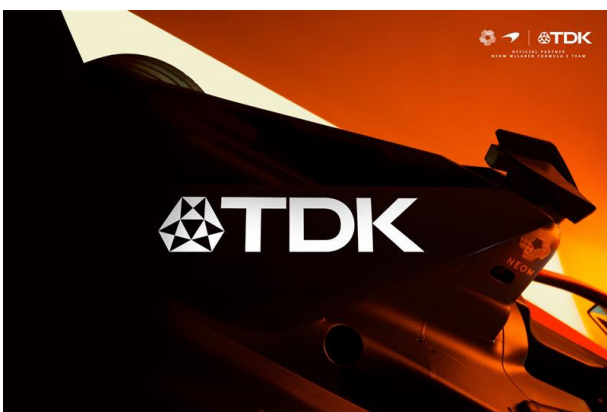
“TDK and McLaren Racing are two brands always looking to push boundaries with innovation in technology. We are delighted that this partnership will help further accelerate both our journeys by sharing insights and learnings from both the motorsport and automotive world. We look forward to going racing together in the upcoming Formula E season as well as with our F1 Sim Racing Team.”

**Noboru Saito, President & CEO, TDK Corporation, said:**

“I am pleased to announce our technology collaboration with the NEOM McLaren Formula E Team and the McLaren Shadow Esports Team. Established in 1935, TDK has made significant contributions to society in various areas. The future of EVs is a fundamental aspect shaping societal development. Additionally, gaming continues to expand, embraced by younger generations, and has the potential to become a key component of the coming era.

Imagine the fusion of unparalleled engineering excellence and visionary innovation, transforming us into a new era of progress. TDK and the NEOM McLaren Formula E Team have come together in a partnership that combines a passion for performance with cutting-edge technology, and drives progress in our sport and wider society. We are very excited about the collaboration, where engineers from TDK, McLaren Racing and their partners will interact, learn from each other and create new innovations together. As part of our TDK Transformation vision, we are committed to being a global leader and passionate enabler of future technologies that surround us and enhance people’s everyday lives.”

TDK will keep transforming through technology innovations and continue to contribute to society.



NEOM McLaren Formula E Team



McLaren Shadow F1 Sim Racing Team

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**About TDK Corporation**

TDK Corporation is a world leader in electronic solutions for the smart society based in Tokyo, Japan. Built on a foundation of material sciences mastery, TDK welcomes societal transformation by resolutely remaining at the forefront of technological evolution and deliberately “Attracting Tomorrow.” It was established in 1935 to commercialize ferrite, a key material in electronic and magnetic products. TDK’s comprehensive, innovation-driven portfolio features passive components such as ceramic, aluminum electrolytic and film capacitors, as well as magnetics, high-frequency, and piezo and protection devices. The product spectrum also includes sensors and sensor systems such as temperature and pressure, magnetic, and MEMS sensors. In addition, TDK provides power supplies and energy devices, magnetic heads and more. These products are marketed under the product brands TDK, EPCOS, InvenSense, Micronas, Tronics and TDK-Lambda. TDK focuses on demanding markets in automotive, industrial and consumer electronics, and information and communication technology. The company has a network of design and manufacturing locations and sales offices in Asia, Europe, and in North and South America. In fiscal 2024, TDK posted total sales of USD 14.6 billion and employed about 101,000 people worldwide.

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