

▶ Press Information

Corporate

TDK and Porsche Motorsport form a technology partnership

- TDK becomes the Official Technology Partner of the Porsche Formula E Team and the Porsche Coanda Esports Racing Team
- TDK and Porsche Motorsport will work closely to utilize TDK's core EV/Gaming relevant technologies to support the Porsche 99X Electric and its next-generation successor, and Esports simulator, to accelerate their performance, reliability and efficiency
- The collaboration positions Formula E as a live R&D lab for sustainable mobility, digital innovation and commercialization of next-generation electrification/gaming technologies

October 8, 2025

TDK Corporation (TSE:6762), a global technology leader headquartered in Tokyo, is proud to announce a new partnership with Porsche Motorsport. Starting with the 2025/2026 ABB FIA Formula E World Championship, TDK becomes the Official Technology Partner of both the reigning World Champion Porsche Formula E Team and the Porsche Coanda Esports Racing Team.

PORSCHE
MOTORSPORT

OFFICIAL TECHNOLOGY PARTNER
TDK



This collaboration is built on a shared belief in performance through innovation. Porsche Motorsport aligns seamlessly with TDK's tagline, "In Everything, Better", it embodies the company's mission to contribute to societal transformation through the accumulation of advanced technologies — work behind the scenes to make things smarter, faster, and more efficient. Both partners are driven by a passion for excellence.

Together, Porsche Motorsport and TDK will explore new possibilities in electric racing and Esports. Formula E provides a perfect testbed for EV technology, and the Porsche 99X Electric race car represents peak all-electric performance. TDK will contribute its world-class technological expertise for automotive applications, helping Porsche Motorsport remain at the forefront of innovation.

Beyond the physical racetrack, TDK will also support the Porsche Coanda Esports Racing Team - an exciting frontier where motorsport and gaming meet - boosting performance in the fast-growing world of simulation and competitive Esports.

Norbert Palanovics, Head of Corporate Communications Group, TDK Corporation said

“In Everything, Better is more than a tagline—it reflects our belief that technology should always improve lives. Our technologies are woven into the fabric of everything, creating transformation from within—quietly, but powerfully. With Porsche Motorsport, we see an opportunity to make better performance a reality - on the racetrack, in Esports, and in everyday life.”

Thomas Laudenbach, Vice President Porsche Motorsport, added:

“At Porsche Motorsport, innovation and performance are at the heart of everything we do. Partnering with TDK, whose technologies play such an important role in electrification and mobility, strengthens our commitment to pushing limits and inspiring the next generation.”

This collaboration also reflects TDK Transformation, the company’s Long-term Vision to accelerate progress in society. By teaming up with Porsche Motorsport, TDK continues its mission of applying technology where it matters most - helping society move forward.

Website <https://www.tdk.com/en/porsche/index.html>

About TDK Corporation

TDK Corporation (TSE:6762) is a global technology company and innovation leader in the electronics industry, based in Tokyo, Japan. With the tagline “In Everything, Better” TDK aims to realize a better future across all aspects of life, industry, and society. For over 90 years, TDK has shaped the world from within; from the pioneering ferrite cores to cassette tapes that defined an era, to powering the digital age with advanced components, sensors, and batteries, leading the way towards a more sustainable future. United by TDK Venture Spirit, a start-up mentality built on visions, courage and mutual trust, TDK’s passionate team members around the globe pursue better—for ourselves, customers, partners, and the world. Today, the state-of-the-art technologies of TDK are in everything, from industrial applications, energy systems, electric vehicles, to smartphones and gaming, at the core of modern life. TDK’s comprehensive, innovative-driven portfolio includes cutting-edge passive components, sensors and sensor systems, power supplies, lithium-ion and solid-state batteries, magnetic heads, AI and enterprise software solutions, and more—featuring numerous market-leading products. These are marketed under the product brands TDK, EPCOS, InvenSense, Micronas, Tronics, TDK-Lambda, TDK SenseEI, and ATL. Positioning the AI ecosystem as a key strategic area, TDK leverages its global network across the automotive, information and communication technology, and industrial equipment sectors to expand its business in a wide range of fields. In fiscal 2025, TDK posted total sales of USD 14.4 billion and employed about 105,000 people worldwide.

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