

 Press Information

Corporate

TDK invites 100 university students to the “2026 TDK Tokyo E-Prix” and exhibits a booth showcasing the “invisible technologies” supporting mobility from within

- 2026 TDK Tokyo E-Prix, Formula E's first-ever night race in Japan, will be held on July 25 and 26, with TDK serving as title partner.
- TDK will present a booth where visitors can experience TDK technologies used in the Porsche Formula E car through AR and interactive exhibits.
- Through Formula E, the world's premier EV racing series, TDK will offer 100 university students aiming to become future technology talent an opportunity to experience cutting-edge mobility technologies and innovation.

July 17, 2026

TDK Corporation (TSE:6762), an official partner of the ABB FIA Formula E World Championship, will serve as the title partner for the 2026 TDK Tokyo E-Prix. Tokyo's first-ever night race will take place at Tokyo Big Sight on July 25-26 2026. Through this event, TDK will communicate its “TDK in Mobility” theme by showcasing the technologies that support the evolution of mobility, as well as initiatives to develop the talent who will shape its future.

The automotive industry is currently undergoing a major transformation driven by electrification and the advancement of intelligent systems. However, this evolution is supported not only by the visible aspects of the vehicle. “Invisible technologies” such as electronic components, sensors, and power supplies enhance the performance, safety, and comfort of EVs. TDK has long positioned mobility as an important growth area and continues to develop technologies that support the transformation of mobility from within.

TDK will invite 100 university students who will help shape the future of the Tokyo E-Prix. Through a Porsche Formula E garage tour and a behind-the-scenes tour of Formula E's international broadcast operations, the students will have opportunities to experience cutting-edge technologies in a setting where world-class professionals come together. By creating points of connection with next-generation talent, TDK will contribute to the further development of the mobility field.

In addition, a joint booth by Porsche, Henkel, and TDK will be presented in the Fan Village. At the booth, visitors will be able to experience TDK technologies and products used in the Porsche Formula E Team's race car, the Porsche 99X Electric, through AR (augmented reality) and interactive content, enabling them to intuitively understand the role of technologies that support EVs.

Main exhibits and experience content at the joint booth

- Display of the Porsche 99X Electric, featuring TDK technologies
- Driving through Tokyo in the Porsche 99X Electric: "TDK Tokyo Night Circuit"
- Find TDK technologies hidden in EVs and the city of Tokyo: an interactive attraction, "TDK WITHIN"
- Visitors and participants will receive original AR stickers from TDK × Porsche Motorsport and TDK × Formula E

Below is an overview of the Fan Village.

- Date / Time

Saturday, July 25, 2026: 14:00–22:00

Sunday, July 26, 2026: 14:00–22:00

- Venue

Tokyo Big Sight (Tokyo International Exhibition Center), East Halls 1–3

Access: <https://www.bigsight.jp/english/visitor/access/>

Noboru Saito, President & CEO of TDK, will speak at "[Change. Accelerated. Live.](#)" a thought leadership event hosted by Formula E on July 24. Taro Ikushima, Corporate Officer of TDK, will speak at the sustainability focused event "[TDK Mobility Impact Forum 2026](#)" on July 22.

About Formula E

The ABB FIA Formula E World Championship is known as the next evolution of motorsport. As the world's first all-electric series, the ABB FIA Formula E World Championship operates as a high-speed 'living laboratory' where innovation and adrenaline collide.

The championship has achieved the milestone of 150 races, and serves as a vital test bed for the world's leading automotive manufacturers - including Porsche, Jaguar, Nissan, Stellantis, Mahindra and Lola Cars - to innovate and refine the electric vehicle (EV) technologies that will define future urban mobility.

Underpinning this performance is a profound commitment to impact. Formula E is a Certified B Corp - the world's first and only sport to achieve this designation - reflecting its dedication to high standards of social and environmental transparency. It also stands as the only sport in the world to be Net Zero Carbon since inception and recently became the first to achieve the BSI Net Zero Pathway certification, setting a new global benchmark for science-based climate action.

As a progressive challenger in the sports landscape, the ABB FIA Formula E World Championship is defined by unpredictable, wheel-to-wheel competition. In 11 seasons, the series has crowned 10 different champions, proving it to be one of the most competitive and open titles in world championship level sport. With a commitment to accessibility and a grid of world-class drivers and manufacturers, the series continues to rewrite the rules of elite sport, engaging a new generation who value purposeful ambition and fearless action.

www.FIAFormulaE.com

For Formula E media enquiries, please contact media@fiaformulae.com

About ABB

ABB is a global technology leader in electrification and automation, enabling a more sustainable and resource-efficient future. By connecting its engineering and digitalization expertise, ABB helps industries run at high performance, while becoming more efficient, productive and sustainable so they outperform. At ABB, we call this 'Engineered to Outrun'. The company has over 140 years of history and around 110,000 employees worldwide. ABB's shares are listed on the SIX Swiss Exchange (ABBN) and Nasdaq Stockholm (ABB).

www.abb.com

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, 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 2026, TDK posted total sales of USD 16.6 billion and employed about 107,000 people worldwide.

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