

## Press Release

### **YASKAWA Electric expands European presence with new Sales Office in UK**

**Eschborn/Germany, 21 January 2010.** Effective 1<sup>st</sup> February, a new sales office in Milton Keynes will help YASKAWA Electric to strengthen its activities in the English and Irish market. The sales team will support local customers in optimizing their systems and processes.

The YASKAWA team will cooperate closely with their engineering colleagues from customer companies, taking an industrial project through all of its stages, from initial planning and scheduling to implementing and commissioning. The sales team will provide detailed technical advisory services enabling customers to focus on their own core competencies. "Our emphasis is on personal contacts with our customers and prospects. We offer communication without red tape, proximity to the customer and quick reaction times to satisfy customer demands," says Paul Seale of the YASKAWA UK Sales Office.

In 2009, YASKAWA strengthened its presence in the European market by entering cooperation agreements with new partners in Scandinavia, Greece, Switzerland and the UK. More European partnership projects are scheduled for 2010.

YASKAWA is a world leader in manufacturing inverter drives, servo drives, machine controls and industrial robots (MOTOMAN brand) and its products are known for their outstanding quality and longevity. A strong customer focus is an integral part of the YASKAWA corporate philosophy.



Paul Seale

**For further information as well as photographs, please visit our homepage [www.yaskawa.eu.com](http://www.yaskawa.eu.com) or contact:**

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**About YASKAWA:**

YASKAWA is a world-leading manufacturer of inverter drives, servo drives, machine controllers, and industrial robots. For almost 100 years, the company philosophy has been based on the principle of highest quality. This philosophy has helped YASKAWA to become one of the top global companies in the field of electrical drive technology. Its strong focus on research and development has yielded innovations that have contributed significantly to the success of many industries, among them machine construction, mining, machine tooling, automotive construction, packaging and semi-conductors. As supplier of MOTOMAN branded industrial robots, market leader YASKAWA is also the world's biggest robot manufacturer. YASKAWA operates manufacturing and development facilities in Asia, Europe and North America. For further information visit [www.yaskawa.eu.com](http://www.yaskawa.eu.com)