

# Accelerating Growth by “Development of New Business Areas”

THK has set the Development of New Business Areas as another growth strategy. Unlike the mature capital goods markets in developed countries, there is vast latent demand for THK products, including linear motion systems, in fields close to consumer goods.

A machine’s motion can be rolling, linear or a combination of both. Looking back at the history of rotary bearings, slippage was first converted into a rolling motion, which then gave way to caged rollers. Furthermore, the market has expanded to a point where global scale is measured in terms of several trillion yen amid progress from the industrial machinery field to such consumer product areas as automobiles. Turning to linear motion guide, we are seeing development take a similar path to that of rotary bearings. In addition to circulating rolling through the use of LM guides, further advances are emerging with the move to retainers. Recognizing that the operations of machines are made up of rotary and linear motions, and from the perspective of a similar technological transition to that of rotary bearings, it is thought that substantial demand exists for linear motion systems in the consumer products field. Opening up this demand is the Development of New Business Areas that THK has in mind.

This development will see the steady increase in the adoption of linear motion systems in a number of THK’s business areas, focusing on the

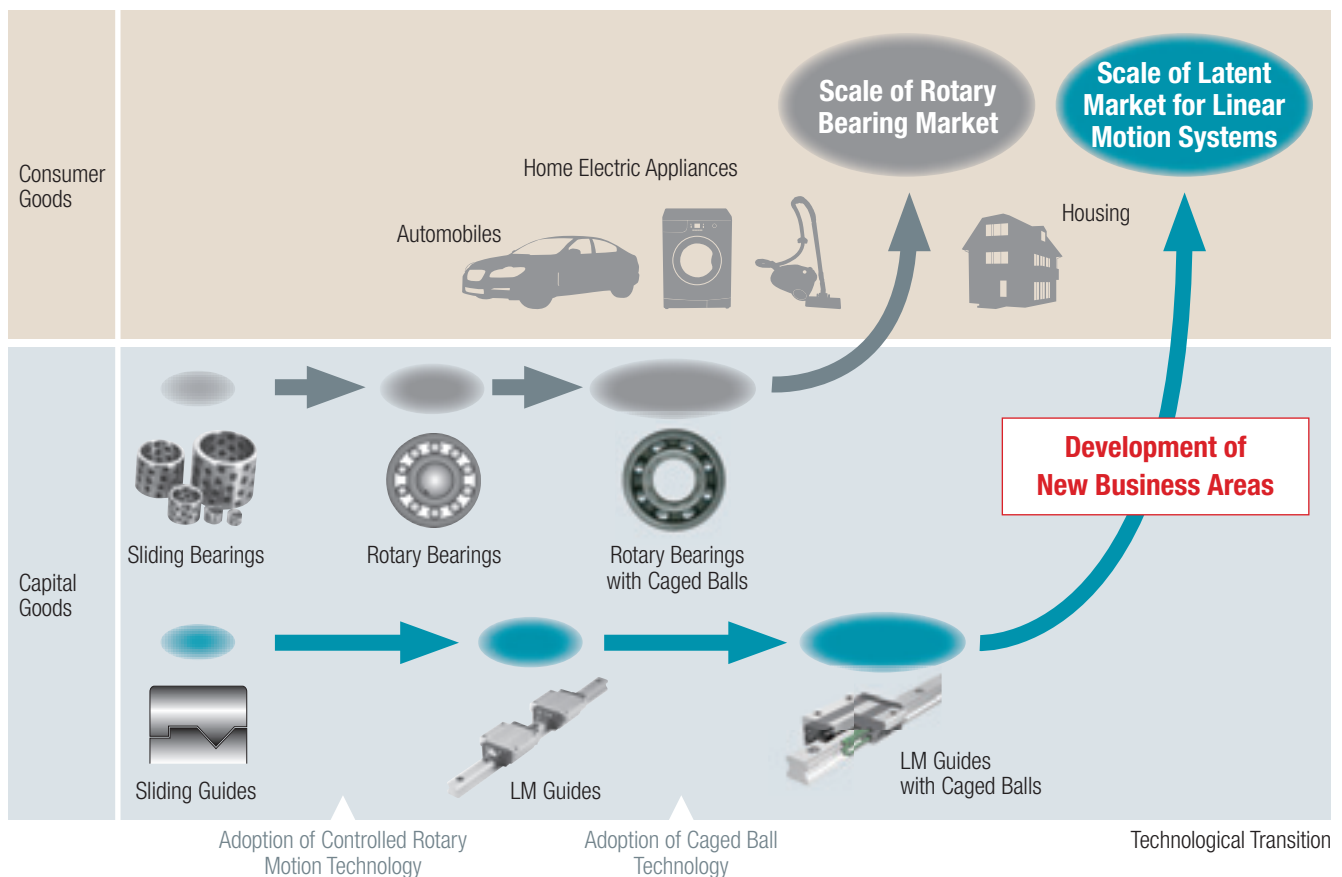
Future Automotive Industry (FAI) Division that is responsible for the area of transportation equipment, the Amenity Creation Engineering (ACE) Division that deals primarily with seismic isolation and damping systems that protect peoples’ lives and assets from the threat posed by earthquakes and the Innovation Mechatronics Technology (IMT) Division that is targeting expansion of the electric actuator and unit product business.

Potential demand for linear motion systems is not limited to these business areas. At the present time, linear motion systems are being integrated into medical equipment such as CT scanners, into transportation equipment, such as aircraft and automobiles, into energy-related applications, such as wind and hydroelectric power generation, and into robot hands in support of extravehicular activity in space; linear motion systems are entering a growing number of fields.

Drawing on the linear motion system core technologies acquired up to now and its accumulated know-how, THK will accelerate the Development of New Business Areas.

## Positioning of Development of New Business Areas

Market Transition



## Developing Business in Expanding New Fields

Medical Equipment

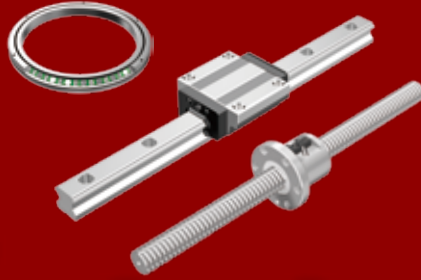


Robotic Hand for Extravehicular Activity in Space



Space

### THK Core Technologies



Aircraft



Robots



Automobiles

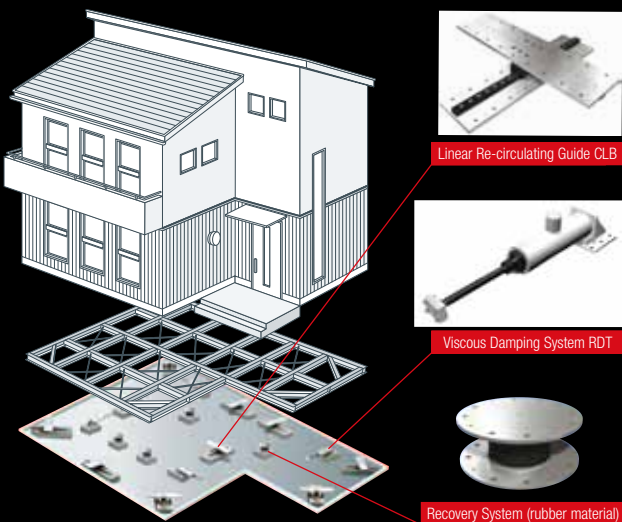


Energy

### Examples of New Business Area Development

#### Housing

Alongside the development of seismic isolation and damping system to protect buildings from earthquake tremors, THK is working to expand the adoption of linear motion products in home automation-related devices.



#### Automobiles

Besides stabilizer link balls for automotive use (see diagram below), THK is engaged in expanding the adoption of linear motion products in a wide range of automotive mechanical parts, including next-generation steering, brake and suspension systems and interiors.

