



## Bodycote Presents Full Range of Services at JSAE Show - Yokohama

May 20, 2008

*World's Largest Contract Heat Treater Aggressively Markets to Japanese Automotive Industry*

NAGOYA, Japan – UK-based Bodycote plc, the world's leading provider of thermal processing services, announced today that it will exhibit at the JSAE Automotive Engineering Exposition in Yokohama from May 21 – 23, 2008. This annual exhibition sponsored by the Society of Automotive Engineers of Japan, Inc. showcases the latest innovations of 380 automotive-related exhibitors and attracts more than 60,000 visitors.

"I am pleased that Bodycote will be able to participate in the Japanese automotive industry's premier engineering exposition for the first time this year. A recent increase in global business with Japanese automotive OEMs and Tier I/II parts suppliers drove us to Japan, and the incorporation of Bodycote Japan K.K. in March reflects our growing commitment to serving the Japanese automotive community", commented Mr. John D. Hubbard, CEO of Bodycote plc.

Bodycote's Thermal Processing SBU joins several other British corporations and will co-exhibit at the UK Pavilion, sponsored by the British Embassy in Tokyo and UK Trade & Investment (UKTI). Representatives from Bodycote will be available at the exposition to discuss and demonstrate the following thermal processing and metallurgical solutions:

- Heat Treatments & Metal Joining
- Hot Isostatic Pressing (HIP)
- Surface Engineering
- Testing

"In addition to developing new business with Japanese customers, we anticipate the JSAE show will be an excellent venue for Bodycote to meet with strategic partners in Japan who would benefit tremendously from our global reach," remarked Mr. Dan McCurdy, Managing Director - Asia.

### **About Bodycote**

Founded in 1923, Bodycote plc offers premier metallurgical services at more than 300 facilities in 35 countries worldwide. Headquartered in Macclesfield, UK, Bodycote also provides material testing services. Sales in 2007 exceeded US\$1 billion. Bodycote Japan K.K. is headquartered in Nagoya. For more information, visit [www.bodycote.co.jp](http://www.bodycote.co.jp)

Contact info in Japan:

Bodycote Japan K.K.  
Thermal Processing SBU  
Julian Bashore, Representative Director  
Nagoya Lucent Tower, 40th Floor  
6-1 Ushijima-cho, Nishi-ku  
Nagoya, JAPAN 451-6040  
Tel: 052-912-5518 Fax: 052-569-1590  
[japan.sales@bodycote.com](mailto:japan.sales@bodycote.com)  
<http://www.bodycote.co.jp>