

June 28, 2021

Premium Group's Subsidiary Expands High-Quality, Made-in-Japan, Environment-Friendly Recycled Automobile Parts to the Global Market

Name	Premium Group Co., Ltd. (Securities Code: 7199)
Overview	<p>In May, Premium Group's subsidiary Premium Auto Parts started provision of its original brand of automobile parts centering on recycled parts at a base of Saint Parts, another subsidiary of Premium Group, in the United Republic of Tanzania. The aim is to contribute to protection of the global environment by expanding provision of high-quality, Japan-made automobile parts with low environmental burden to the global market.</p>
Details	<p>In recent years, Africa has attracted attention as an export destination for used cars from Japan. In Tanzania and other countries in East Africa, vehicles with the steering wheel on the right side have become mainstream, similar to Japan, and according to the trade statistics of Japan's Ministry of Finance, the number of used cars exported from Japan to Africa has increased roughly tenfold over the past decade. In addition, in Africa, there is a custom to not only acquire used cars but also for car owners to repair vehicles themselves, so demand for automobile parts is highly expected.</p> <p>This initiative is aimed at establishing a brand that is recognized to provide reliable, high-quality, made-in-Japan, environment-friendly automobile parts to the global market and enhancing brand recognition while increasing sales in Japan and abroad. The automobile parts handled under the brand are recycled parts removed from high-quality used cars manufactured in Japan and have low environmental burden. The company views this promotion of sales and products as being capable of contributing to the establishment of a recycling society internationally as well as a circular economy eyeing protection of the global environment.</p> <p>The brand will be developed at the base in Dar es Salaam, the largest port city in and the former capital of Tanzania, where Saint Parts operates, and a dedicated sales website in English, the official language of the country, was launched on June 28.</p> <p>The company will strive to enhance brand recognition in Tanzania as well as pursue brand development eyeing other countries, using the base in Tanzania as a hub.</p>
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