

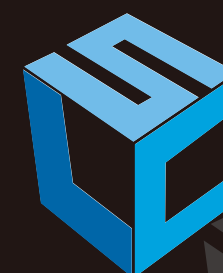
## SteeLinC™ is a brand of the Bar & Wire Rod of NIPPON STEEL CORPORATION



### [Brand Statement]

SteeLinC™ has accumulated experience in manufacturing including processing  
and the technologies used in processing.

Based on this, we are committed to increase the value and productivity of customers' products  
through the provision of the world's most advanced steel bar and wire rod products  
and the creation of values resulting from the combination of our steel  
and customers' manufacturing method.



**SteeLinC™**  
NEW STEEL AGE

We have released innovative new products that contribute to the high strength, high durability, omission of process and environmental response. We will continue to provide the world's most advanced steel material products in response to the needs of society.

## Autmobiles and constructin machinery

## Industrial machinery and electric machinery

## Constructin and public works

## What's the SteeLinC built-in ?

It's a proof that the world's most advanced SteelInC products are used.



**Our level of craftsmanship  
allows us to satisfy any request.**

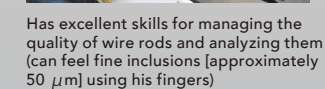
## Developing human resources at manufacturing sites

We are committed to improving the skills of each worker who manufactures products in order to build steel materials, which are designed using advanced technologies, with elaborate work in a precise and stable manner. We train workers to become an "artisan" with a high level of skill through the integrated program, who fulfill the demands of customers.



We encourage workers to acquire skills that are unparalleled the world over. Many of our workers have received national awards, such as the Award of Contemporary Master Craftsmen<sup>\*1</sup> and Medal with Yellow Ribbon.<sup>\*2</sup>

\*1 Award of Contemporary Master Craftsmen: To be awarded to people who have excellent skills and who have contributed to the development of industry  
\*2 Medal with Yellow Ribbon: To be awarded to engineers who have worked hard on the frontlines and who are good examples for others

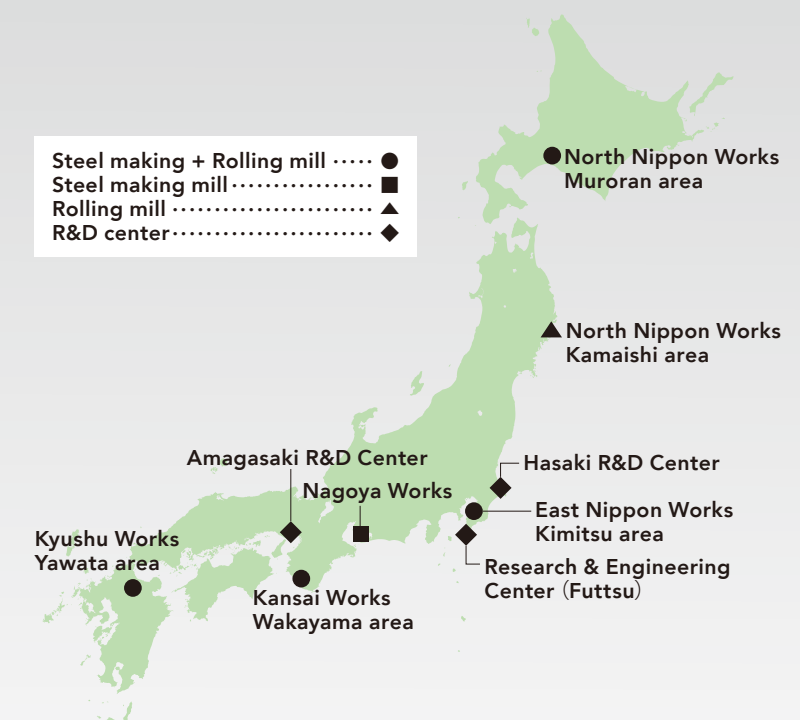
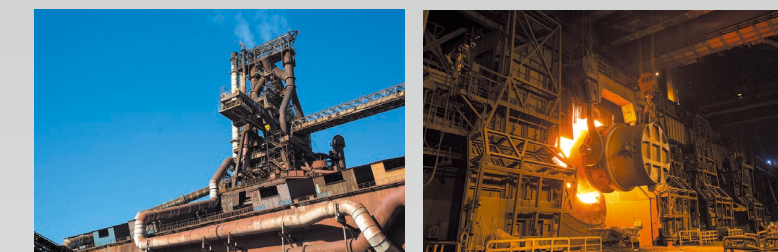


Has established a technique to use noncombustible ores (which led to improved productivity) and has made efforts to provide training to help develop younger workers

**Our production sites distributed over a large area secure a stable and efficient system that reacts to disasters with full preparation.**

## Stable supply system with multiple steelworks

The manufacture of a product at multiple steelworks is possible, and this allows us to cope with environmental changes and emergencies in a speedy and flexible way.







Creation of new values through the multiplication of "steel materials (Nippon Steel) x processing operations (customers)".

**Processing and heat treatment technologies**  
We are engaged in the development of various techniques, such as those for steel utilization, along with solutions that can support customer processing operations. Also, we make proposals for reducing customer processing operations and costs, as well as for improving part functions.

**Cutting technologies**

We are working on an assessment simulation for the machinability of various cutting techniques (e.g., lathe turning and drilling). We propose materials for which machinability has been improved and conditions for cutting as well.

**Forging technologies**

We are studying and developing methods for the best possible forging processes and for the prediction of cracking limits during forging, etc., with the full use of cutting-edge forging test machines and simulation techniques.

**Secondary and tertiary processing technologies**

We are developing technologies used in the secondary and tertiary processing sectors, including wire drawing. In addition, we offer wire rods for high-strength steel cords and other steel materials, which prove their true value when undergoing customer processes, such as heat treatment.

**Heat treatment technologies**

We propose heat treatment conditions to customers as based on the prediction of heat treatment distortion, with the full use of cutting-edge heat treatment test machines and simulation techniques. The prediction of the distortion of all steel types is possible by using enormous amounts of data on material characteristics —this is one of our advantages as a steel material manufacturer.

**Fracture-splitting technologies**

We assist customers in developing processing methods, all through our abundant technologies for steel materials. For example, we have developed fracture-splitting/cracking steel for high strength connecting rods that are formed in one piece, then cracked, and then assembled again, which reduces both engine weight and manufacturing costs.

# High strength Low weight Omission of manufacturing processes Environmentally friendly

Nippon Steel provides customers with proposals and supports them through the due consideration of customer processing operations.

The flexible control of components and inclusions realizes a wide range of steel materials.

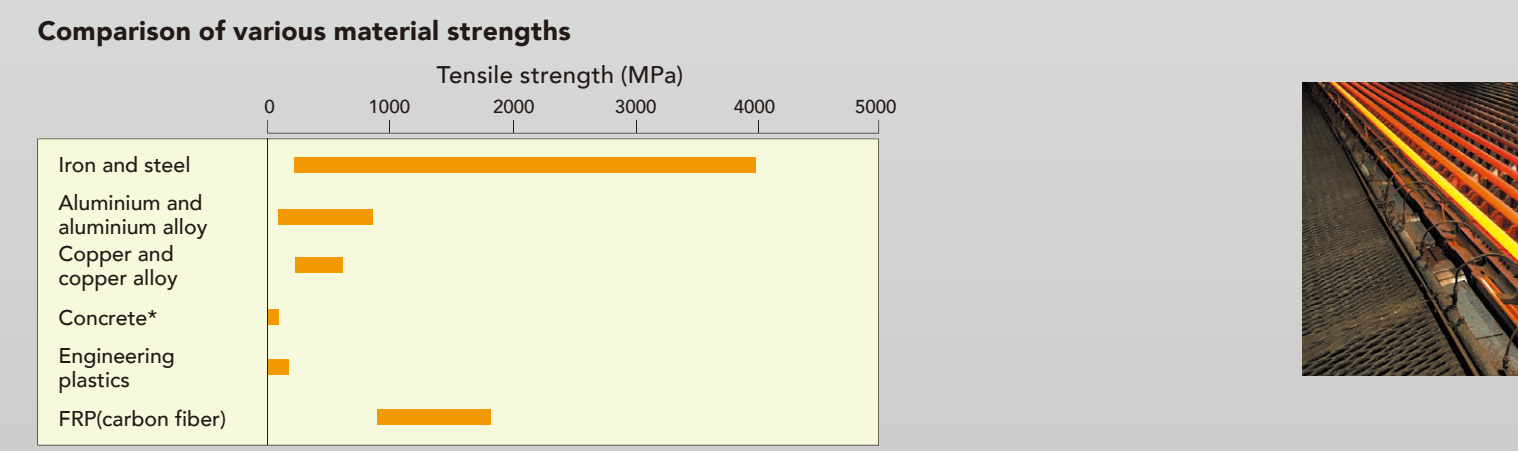
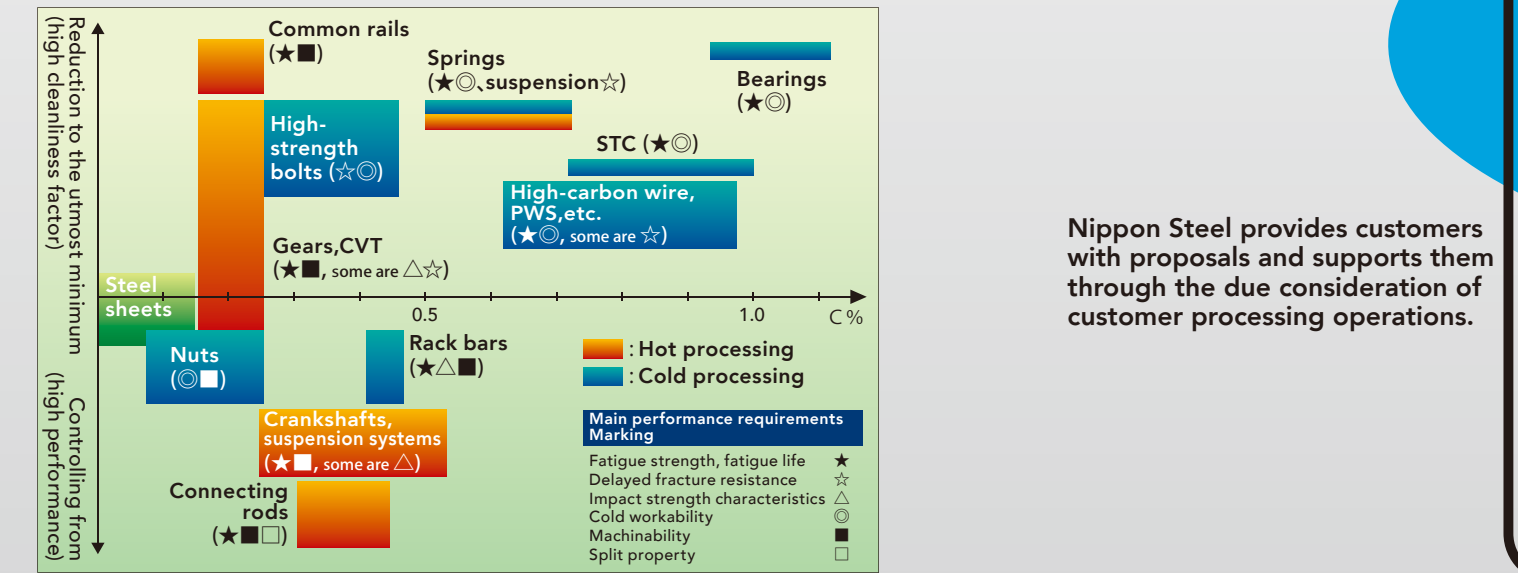
**Material design and manufacturing technologies**  
We ensure that customer requests will always be satisfied, such as for need regarding higher strength, higher quality, or lower cost, along with need for environmentally friendly products.

**Wide varieties of steel types**  
In order to obtain the necessary and sufficient strength ranges that meet customer usage, the volume of carbon and alloy composition is formulated in an optimal way.

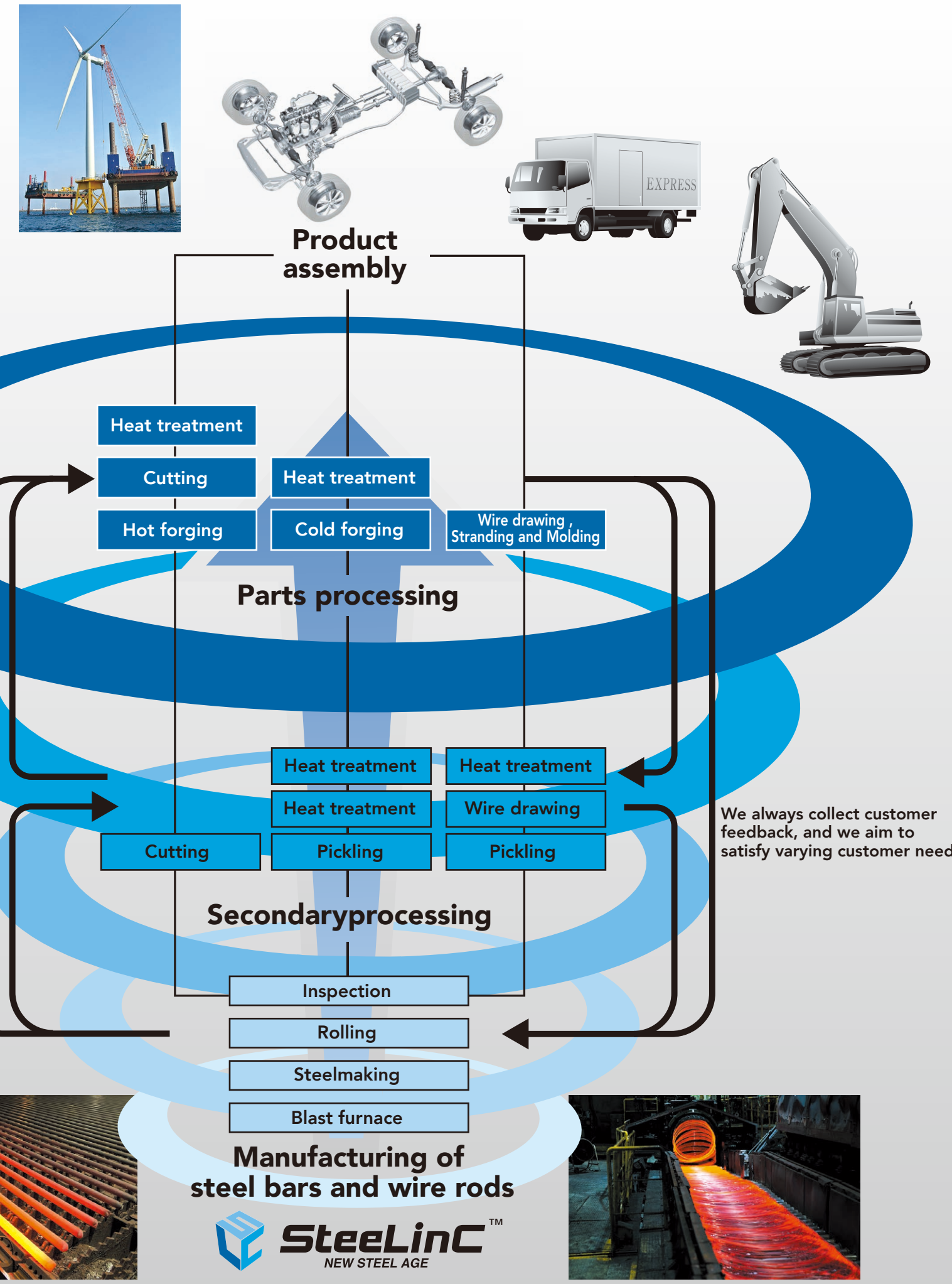
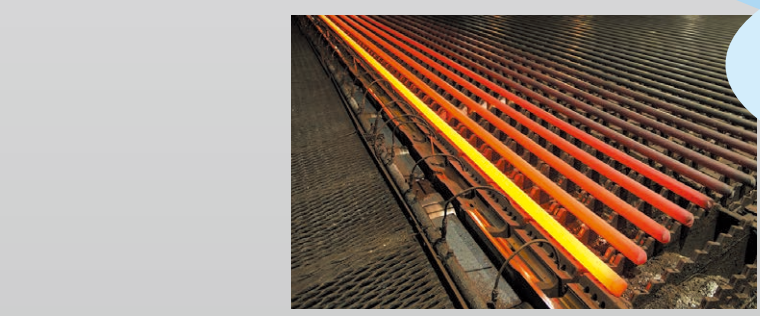
**Inclusion control**  
Nonmetallic inclusions can be reduced to the utmost minimum. In addition, we propose their active use by controlling their form.

**Manufacturing technologies and skills**  
Our cutting-edge manufacturing equipment, our advanced production technologies, and the skills of our expert workers actualize the accurate and stable production of finely designed steel materials.

Formulation of the volume of carbon and inclusions in accordance with the parts to be applied



Nippon Steel provides customers with proposals and supports them through the due consideration of customer processing operations.



We always collect customer feedback, and we aim to satisfy varying customer needs.

**Nippon Steel strives to create new value together with our customers.**

Customer satisfaction

Product: Improvement in fuel economy performance, Higher strength and weight reduction, Improvement in safety and durability, Cost reduction (reduction of the amount of steel materials used)

Processing: Development of high-value-added parts

High strength, Low weight, Omission of processing operations, Enhanced workability, Environmentally friendly, Others

**An example of new value creation with customers**

**Gear Steel for the Hybrid Process of Vacuum Carburizing with Induction hardening that contributes to high strength and reduction of CO<sub>2</sub> emissions**

\*Results of collaborative development with AISIN AW CO., LTD. and Aichi Steel Corporation

**Technical points**  
The combination of "optimum component design" and "Innovation method (heat treatment)", the gear part with high strength, realize the reduction of CO<sub>2</sub> during production

**Features / Effects**

Gas carburizing, Oil quenching, Washing, Tempering, Vacuum Carburizing, Induction hardening, Space saving

**CO<sub>2</sub> emissions ↓ 50%**, **Low distortion & Low cost**, **Processing time ↓ 55%**

Alloy element	Current	New material
Mo	0.2%	Non-added
Cr	1.0%	Non-added
B	—	Adjusted

less rare metals, low cost

**High strength**

increase strength by 25%

cf. used in differential gears for automatic transmission, win The Japan Institute of Metals and Materials Technical Development Award, win the METI Minister's Prize(Product and technology development) for the 8th Monodzukuri Nippon Grand Awards

differential gear