



**NEWS RELEASE**

8 January 2024  
AIDA ENGINEERING, LTD.  
Toshihiko Suzuki  
Representative Director and President

**AIDA's 'High-Speed Precision Press Line for Producing EV Drive Motor Cores'  
Awarded the "2023 Ten Greatest New Products Award" by the Nikkan Kogyo  
Shimbun (Business and Technology Daily News)**

---

We are pleased to announce that the "High-Speed Precision Press Line for Producing EV Drive Motor Cores" developed by AIDA was awarded the 66th Annual "2023 Ten Greatest New Products Award" by the Nikkan Kogyo Shimbun (Business and Technology Daily News) (Note 1).

[Product Overview]

In order to provide our customers with the optimal high-speed precision press line for producing difficult-to-form EV drive motor cores, we independently developed a complete array of peripheral equipment to achieve world-class high-speed forming, including an uncoiler, an S-loop device, a feeder, a core rotator, and a scrap cutter.

This system is equipped with cutting-edge digital and AI (artificial intelligence) technologies, enabling us to provide customers with a comprehensive solution for an entire high-speed precision press line that incorporates DX (digital transformation) technology.

[Reason for the Award]

The following points were favorably evaluated when this was awarded. (Excerpted from judges' comments)

Until now, no press manufacturer had independently developed and manufactured an entire system for forming the drive motor cores required for EVs, and peripheral equipment, etc., had instead been ordered from third parties. However, AIDA succeeded in being the first in its industry to independently develop and manufacture such a line, including both the software and hardware.

Specifically, AIDA has developed cutting-edge DX and AI features for high-speed presses and has incorporated these features in its high-speed presses and its peripheral equipment. The facial recognition system prevents erroneous operation by unauthorized personnel, and AIDA has also developed an oil temperature management system to maintain high-precision forming as well as a predictive failure detection system, etc., making AIDA the first to achieve automated production in this field.

This system is expected to greatly boost EV motor core production (increasing demand is forecasted) and to also help combat the existing shortage of skilled workers.

We will continue to strive to develop environmentally friendly technologies and to further improve customer service.

Please refer to the following for more product details:

- AIDA ENGINEERING, LTD. Homepage--Introduction to a Dedicated EV Drive Motor Core Line  
<https://www.aida.co.jp/en/products/product62.html>



Our High-Speed Precision Press Line for Forming EV Drive Motor Cores  
(The Press is an Exhibition Model)

(Note 1): This award was first established by the Nikkan Kogyo Shimbun (Japan Business & Technology Daily News) in 1958 for the purpose of encouraging the development of superior new products and spurring even higher technological advances in Japanese industry. After an exacting selection process among all the new products introduced to the marketplace, this award is awarded to 10 new products, and this award is currently considered to be the most prestigious of all such awards.