



Supporting the Market in Full Force: Omron Expands Application Oriented Sales Team to Include Transportation Focus

October 22, 2009 – Schaumburg, IL – Omron Electronic Components LLC has announced the expansion of their *Application Oriented Sales (AOS)* team to include the Transportation industry. At its launch, in April 2009, the AOS team strategically set out to focus on the Hand Held, Video over Fiber, Automated Test Equipment (ATE), and Home Appliance markets. With months of considerable dedication to customer support and coordinated technical assistance, the team has realized a number of successes in seeing customers' designs progress from concept to completion while minimizing time to market. The proven synergy between the expertises of Omron's Senior Sales Engineers and their core technologies have manifested in measureable growth among their key markets, even amidst tremendously challenging economic and market conditions.

With this momentum, Omron is now extending their AOS efforts in to a fifth industry: Transportation. The primary focus will be among Heavy Duty and Off-Road Vehicles, including such sub-markets as: Recreational, Trucking, Agriculture, Construction, and Motorcycles. Omron offers a broad portfolio of switches and relays ideally suited and specifically designed for Transportation applications that also rank among the top of the industry in terms of quality and performance. The G8VA relay, noted for its miniaturized 280 footprint achieves 20 Amp switching and offers 55% volume reduction, and the D2HW switch, unique for its sealed construction and high reliability for latch and shifter applications, are just two examples of their quality components. Omron's AOS team will

support their Transportation customers with these and many more technologies to produce successful designs, provide a streamlined process, and realize growth and strengthening of the marketplace just as they have with the initial four markets.

“In the past, our sales force was limited with the product and technical support available for these target accounts, but with recent changes inside of the Omron Automotive Group, the newly formed *AOS* Transportation Team now finds additional products and engineering services at their disposal to assist and support their efforts in these key markets. We are tremendously excited to have access to these new resources and look forward to the success anticipated from this team,” commented Jeff Rogers, Manager of Global and Application Oriented Sales.

Omron will continue to expand its AOS team efforts in to industries in which it may bring the most benefit to the marketplace. To learn more of Omron’s Transportation focus, you can visit their website at www.components.omron.com/transportation.html; or gain additional information on the *Application Oriented Sales* team and the other industries served by calling Omron at 847-882-2288 or emailing: components@omron.com.

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Omron Electronic Components is a leading manufacturer and provider of advanced electronic components, with over 75 years of experience. Extensive product groups include relays, switches, connectors, MEMS flow sensors, pressure sensors, and optical components. Omron Electronic Components is the Americas subsidiary of Omron Corporation, a \$7.5 billion global leading supplier of electronics and control system components and services. Their broad product offering can be found in applications for the communications, transportation, medical, HVAC, appliance, industrial automation, consumer electronics, and test & measurement markets around the world. Omron Electronic Components has an extensive sales network consisting of regional sales engineers, inside sales representatives, technical sales assistants, customer service staff, and an authorized Distributor network.