



February, 12, 2013
Mabuchi Motor. Co. Ltd
President and CEO Shinji Kamei
(Code 6592, Tokyo Stock Exchange)
Attention: General Manager,
Corporate Communication Dept.
Osamu Takagi
(Tel.047-710-1208)

Changes in Representative Directors (including Change in President and CEO),
Introduction of Outside Director and Changes in Executive Officers

Mabuchi Motor Co., Ltd. (hereinafter “the Company”) announces that, at a Board of Directors’ meeting held today, the Company resolved that the changes in representative directors (including a change in President and CEO), the introduction of an outside director, and changes in executive officers be made, as follows.

The aforementioned resolution is effective upon approval at the 72nd Ordinary General Meeting of Shareholders and at the Board of Directors’ meeting held subsequently, which are scheduled to be held on March 28, 2013.

1. Changes in Representative Executive Officers (including Change in CEO)
 - (1) Changes in Representative Directors

| New Position | Name | Present Position |
|---|------------------|---|
| Honorary Chairman (Retirement from Director) | Takaichi Mabuchi | Representative Director and Chairman |
| Representative Director and Chairman | Shinji Kamei | Representative Director and President President and CEO |
| Representative Director President and CEO | Hiroo Okoshi | Director Executive Officer and General Manager of Administration Headquarters Headquarters, in charge of Internal Controls |

- (2) Reason for Changes

Shinji Kamei, current President and CEO of the Company, assumed the office in March 2003 as the third President and CEO following the two founders of the Company, Kenichi Mabuchi and Takaichi Mabuchi, who collectively held the office for 50 years, since the

establishment of the Company. After assuming the position, Mr. Kamei has set out the course for and executed structural reforms within the Company, in order to deal with the dramatic changes in the business environment. These include market contraction in audio & visual equipment, previously the Company's mainstay core business, and rapidly increasing labor costs in the countries where the Company manufactures. The reforms implemented include business development of power unit motors; the restructuring of production bases, in the Company's efforts to improve cost competitiveness over the medium term; and the acceleration of labor-saving measures through innovation in production. As a result, the Company has steadily reorganized its product portfolio, from audio & visual equipment to automotive products, and has established a strengthened managerial structure that is less likely to be affected by labor cost increases. In addition, Mr. Kamei witnessed significant developments during his time of engagement with management that involved his efforts to instill a proactive approach to managing and establish an organized management system. With these developments, Mr. Kamei has concluded that this year—the 60th anniversary of the Company's establishment—is the best time to transition to the next generation.

Hiroo Okoshi, the prospective successor to Mr. Kamei, has been responsible for the corporate planning division since 2002 and has been an executive officer and General Manager of Administration Headquarters since 2009, as well as concurrently holding the office of director since 2011. Mr. Okoshi has supported Mr. Kamei and his reforms, implementing, on a sustained basis, Mr. Kamei's measures under his guidance. Mr. Okoshi has acquired a global perspective and sufficient insight through his overseas experience, a period of more than 10 years. In light of this experience, the Company deems that he would be the ideal person to lead the Company going forward, amid a rapidly changing business environment where emerging economies are booming, thus requiring good judgment and swift decision making.

Upon completion of the management transition in March of this year, the Company aims to fully realize its management philosophy, "Contributing to International Society and Continuously Increasing Our Contribution," and increase its competitiveness and corporate value on a sustainable basis. This will be accomplished by consolidating the power of the Mabuchi Group under the leadership of the new President and CEO.

Takaichi Mabuchi, co-founder and current Chairman, is scheduled to assume the position of Honorary Chairman of the Company. Mr. Mabuchi is expected to continue his role in offering advice and instruction, to help enhance the level of leadership and ensure the trust of future management, on which he has long placed the highest priority.

(3) Profile of New Representatives

Please refer to the attached document.

(4) Effective Date of Change

March 28, 2013

2. Introduction of Outside Director

The Company has decided to reinforce its corporate governance by introduction of an outside director, in its efforts to enhance supervisory and advisory functions with regard to managerial issues and increase transparency of management.

3. Change in Executive Officers (excluding Representative Directors)

【As of March 28, 2013】

(1) Promoted Director

| New Position | Name | Present Position |
|--|---------------|--|
| Senior Managing Executive Officer Senior Managing Executive Officer and General Manager of Operations Control Headquarters, in charge of China business | Takashi Kamei | Managing Director Managing Executive Officer and General Manager of Operations Control Headquarters |

(2) New Appointed Directors

| New Position | Name | Present Position |
|--|-------------------|--|
| Director, Executive Officer and General Manager of Research and Development Headquarters | Tadashi Takahashi | General Manager –Production Engineering Innovation Center of Research and Development Headquarters |
| Director, Executive Officer and General Manager of Sales & Marketing Headquarters | Akihiko Kitahashi | General Manager – Sales Dept.1 of Sales & Marketing Headquarters |
| Director, Executive Officer and General Manager of Quality Assurance Dept. , in charge of Quality and Environmental Management | Masato Itokawa | Executive Officer and General Manager of Quality Assurance Dept., in charge of Quality and Environmental Management |
| Outside Director | Iwao Nakamura (*) | — (Outside Director of Nagase & Co. Ltd.) |

*Please refer to the attached document for the profile of New Outside Director

(3) Retirement Directors

| New Position | Name | Present Position |
|-------------------|----------------|---|
| Corporate Adviser | Nobuyo Habuchi | Executive Managing Director Senior Managing Executive Officer and Chief Factory Management Officer |
| — | Akira Okuma | Director Executive Officer and General Manager of Research and Development Headquarters |
| — | Kaoru Kato | Director Executive Officer and General Manager of Sales Headquarters |

(4) New Executive Officers (excluding those also serving as directors)

| New Position | Name | Present Position |
|--|--------------------|--|
| Executive Officer and General Manager of Administration Headquarters, in charge of Internal Controls | Tadahito Iyoda | General Manager – Corporate Planning Dept. |
| Executive Officer and General Manager, MABUCHI MOTOR DALIAN CO., LTD. | Katsuhiko Katayama | General Manager MABUCHI MOTOR DALIAN CO., LTD. |
| Executive Officer and Deputy General Manager – Sales & Marketing Headquarters | Tsuyoshi Nakamura | General Manager – Sales Dept.3 of Sales & Marketing Headquarters |

4. Others

Please refer to the attached document for new board organization as of March 28, 2013.

<Appendix 1 > Profile for New Representative Director and Outside Director

【Candidate for New Representative Director】

New Position Representative Director

President and CEO

Name: Hiroo Okoshi

Date of Birth: July 9, 1961

Place of Birth: Kanagawa

Academic Background: BA in Economics from Chuo University

| | | |
|---------|---------------|---|
| Carrier | April 1984 | Joined the Company. |
| | June 1990 | Manager, Procurement Section, MABUCHI INDUSTRY CO., LTD. |
| | August 1996 | Executive Secretary. MABUCHI INDUSTRY CO., LTD. |
| | May 2002 | Director, General Manager of General Affairs Department, Human Resources Department, MABUCHI INDUSTRY CO., LTD. |
| | October 2002 | Manager, Corporate Planning Department |
| | March 2003 | Deputy General Manager, Business Platform Innovation Headquarters. |
| | January 2004 | General Manager, Corporate Planning Department. |
| | November 2009 | Executive Officer and General Manager, Administration Headquarters. (Current position) |
| | March 2011 | Director (Current position) |

Number of the Company's shares held 1,200 (As of December 31, 2012)

【Candidate for Outside Director】

Name: Iwao Nakamura(*)

Date of Birth: July 28, 1942

| | | |
|---------|------------|--|
| Carrier | April 1966 | Joined NISSAN MOTOR CO., LTD. ("Nissan") |
| | July 1995 | Director of Nissan |
| | May 1999 | Director and Executive Management Officer of Nissan |
| | April 2000 | Managing Director of Nissan |
| | March 2002 | Retirement from Nissan |
| | April 2002 | Corporate Advisory, Nissan Diesel Motor Co., Ltd ("Nissan Diesel") (Currently UD Trucks Corporation) |
| | June, 2002 | Representative Director and President of Nissan Diesel |

| | |
|------------|---|
| June, 2007 | Senior Corporate Adviser of Nissan Diesel |
| June, 2009 | Retirement from Nissan Diesel |
| June, 2009 | Outside Director of Nagase & Co., Ltd. |
| | (Current position) |

*There has never been a personal relationship (including familial), capital relationship (including that of a major shareholder), transactional relationship, or other special relationship between the Company and Iwao Nakamura, or between the Company and the juridical persons or any other organizations to which Mr. Nakamura has belonged. Also, there is no such relationship described above planned for the future, excluding the compensation, etc., for serving as outside director of the Company.

The company is planning to notify the Tokyo Stock Exchange of Mr. Nakamura's position as independent director, as required by the said stock exchange.

<Appendix 2> The board organization as of March 28, 2013. (scheduled)

1.Directors

| | | |
|--|--|--|
| Representative Director and Chairman | Shinji Kamei (Promoted) | |
| Representative Director and President | Hiroo Okoshi (Promoted) | President and CEO |
| Executive Managing Director | Takashi Kamei (Promoted) | Senior Managing Executive Officer and General Manager of Operations Control Headquarters, in charge of China Business |
| Director | Tadashi Takahashi (Newly appointed) | Executive Officer and General Manager of Research and Development Headquarters |
| Director | Akihiko Kitahashi (Newly appointed) | Executive Officer and General Manager of Sales & Marketing Headquarters |
| Director | Masato Itokawa (Newly appointed) | Executive Officer and General Manager of Quality Assurance Dept., in charge of Quality and Environmental Management |
| Director (Outside) | Iwao Nakamura (Newly appointed) | |

2.Audit & Supervisory Board Member

| | |
|-----------------------------|--------------------|
| Full-time Statutory Auditor | Masahiro Gennaka |
| Statutory Auditor (Outside) | Keiichi Horii |
| Statutory Auditor (Outside) | Nobutaka Motohashi |
| Statutory Auditor (Outside) | Toru Masuda |

3.Executive Officers who are not concurrently Directors are as follows.

| | | |
|-------------------|---|--|
| Executive Officer | Tadahito Iyoda (Newly appointed) | General Manager of Administration Headquarters, in charge of Internal Controls |
| Executive Officer | Chin Tai Yen | General Manager, MABUCHI TAIWAN CO., LTD. |
| Executive Officer | Katsuhiko Katayama (Newly appointed) | General Manager, MABUCHI MOTOR DALIAN CO., LTD. |
| Executive Officer | Tsuyoshi Nakamura (Newly appointed) | Deputy General Manager – Sales & Marketing Headquarters |