



KOYO INSIDE July - 2021

JTEKT Europe Bearings advertisement campaign

Koyo Bearings, a division of JTEKT Corporation, recently started to promote the company in Europe with a general advertisement campaign. The full- or partial page advertisements have been published in several magazines and online, with European and global exposure.

Advertisement themes and messages

The advertisements emphasize that Koyo is a global brand with Japanese origin and quality standards. Symbolically the features of Koyo products (such as strength, durability, silence, speed,..) are represented by a slogan and an animal from nature that can be seen as representing such feature (for example a “cheetah” for “speed”).

Examples of our advertisements

Below are some more examples of advertisements that we have developed and published.



Can we support you?

Our advertisements are also available for our partners in case you are planning any regional marketing campaigns. This includes translation into your language and/or mentioning of your company logo and contact details. You can contact us or your regular Koyo Sales contact for more information.

Please do not hesitate to contact us, in case you would like to have more information about our company, products and services.

Get to know our bearings at www.koyo.eu

