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NTN-SNR inaugurated its Russian subsidiary in Moscow on 8 October 2014

A new establishment on a strategic Russian market

NTN-SNR officially inaugurated its subsidiary NTN-SNR Russia (LLC NTN-SNR RUS) during an event in its new offices in Moscow on 8th October. This was followed by a gala dinner in the presence of numerous guests, officials, customers and partners. The event, seven months after the company was registered with the Russian authorities, concretizes 10 years of NTN-SNR's presence in Russia. It marks a new stage in NTN-SNR's development strategy on the Russian market, offering strong growth prospects in the years to come. Russia is the second largest car market in Europe and the mining, steel and petrochemical (oil & gas) industries there are highly developed. Russia also has the most extensive rail network in Europe. NTN-SNR rolls out its development strategy in all these sectors by offering ranges of bearings of excellent quality and reliability as well as solutions in innovation, services and maintenance for each of these markets.

A well-structured team to secure the development of NTN-SNR

NTN-SNR officially set up its subsidiary in Russia on 27 February 2014 after 10 years' trading in the country. On 8th October it inaugurated its new offices (230 m²) in Moscow. The subsidiary with its staff of 12 headed by Thierry Vallet (an engineer by training, previously Operations Manager Industry) illustrates the company's firm intention to establish itself and expand in that vast country. Russia is the second largest European car market and offers real development potential for industrial bearings markets. Eleven of the subsidiary's twelve staff are Russian, in line with NTN-SNR's philosophy of forming teams fully integrated into the country's culture and as close as possible to customers. The team divides its time between the car market and industrial markets.

"We set ourselves ambitious three-year growth targets on all markets. This is a veritable challenge we are taking up with the entire team to forge the future of NTN-SNR in Russia. We are experiencing a human adventure just as much as an industrial adventure", says Thierry Vallet.

With this new organization, NTN-SNR can now take up position on strategic markets. Furthermore, it will also structure and harmonize the commercial offering throughout the country.

An industry-oriented development strategy

Product ranges of excellence to meet the needs of industries in Russia

The new organization of NTN-SNR's Industry BU will enable its Russian subsidiary to develop its offering on all strategic industrial markets in Russia. It offers the most extensive, sophisticated and high-quality product range on the market, more particularly with the ULTAGE series, as well as support and maintenance solutions. Specially designed for use in extreme conditions and resistant to high vibrations, the ULTAGE EF800 series is aimed at the mining and quarrying market. For the steel industry, special very high-performance bearings are designed for continuous casting and rolling mills. NTN-SNR has also developed a newly designed range of SNC bearings in ductile cast iron that can withstand extreme temperatures as low as -50°. They are particularly suitable for the mines and quarries of Siberia.

Rail, an expanding market, and agricultural machinery

As Russia has the most extensive rail network in Europe, NTN-SNR's expertise makes it a leading player in that sector. NTN-SNR already equips the new rolling stock on the Moscow metro with axle bearings. To contend with the country's climatic conditions, NTN-SNR has among other things developed seals for its bearings with a polymer that preserves all its properties down to -50°C. The various bearings are currently undergoing approval processes for other trains.

NTN-SNR is also targeting the agricultural OEM machinery market in Russia and Byelorussia. Several manufacturers in situ need premium bearings and self-aligning ball bearings for high power machines intended for export.

A leading position on the second largest European car market

An OEM role with the leading Russian car manufacturers

NTN-SNR enjoys a leading position on the automotive market. In OEM, it supplies the biggest Russian car manufacturer (Lada). It also works with a major manufacturer of HGVs, whose models regularly win the Dakar rally in the trucks category. In close collaboration with these manufacturers' design and engineering departments, it develops innovative solutions for wheel bearings, gearboxes and drive line joints. The new organization will enable NTN-SNR to sustain its momentum in automotive OEM and develop new ranges, thereby consolidating its position with local car manufacturers.

Nationwide recognition in the automotive spares market

NTN-SNR is also the leader on the spares market through major distribution multinationals. NTN-SNR works hard in the field to reach the greatest possible number of distributors across the country. Its extensive product range and the organization of its subsidiary greatly consolidate NTN-SNR's position on this market. NTN-SNR moreover recently received an award for the best parts supplier in Russia in the bearings category (in September 2014), proof of its wide recognition.

NTN-SNR ROULEMENTS belongs to NTN Corporation, the 3rd largest manufacturer of bearings in the world, and manages and develops all NTN's activities in Europe, South America, Africa and the Middle East. A key player in its capacity as designer, developer and manufacturer of automotive, industrial and aviation bearings, NTN-SNR ROULEMENTS also develops maintenance services and solutions in its Experts&Tools department and thus offers a comprehensive package. NTN-SNR ROULEMENTS employs 4113 people and has 9 production sites in Europe and Brazil and 23 sales offices worldwide.

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