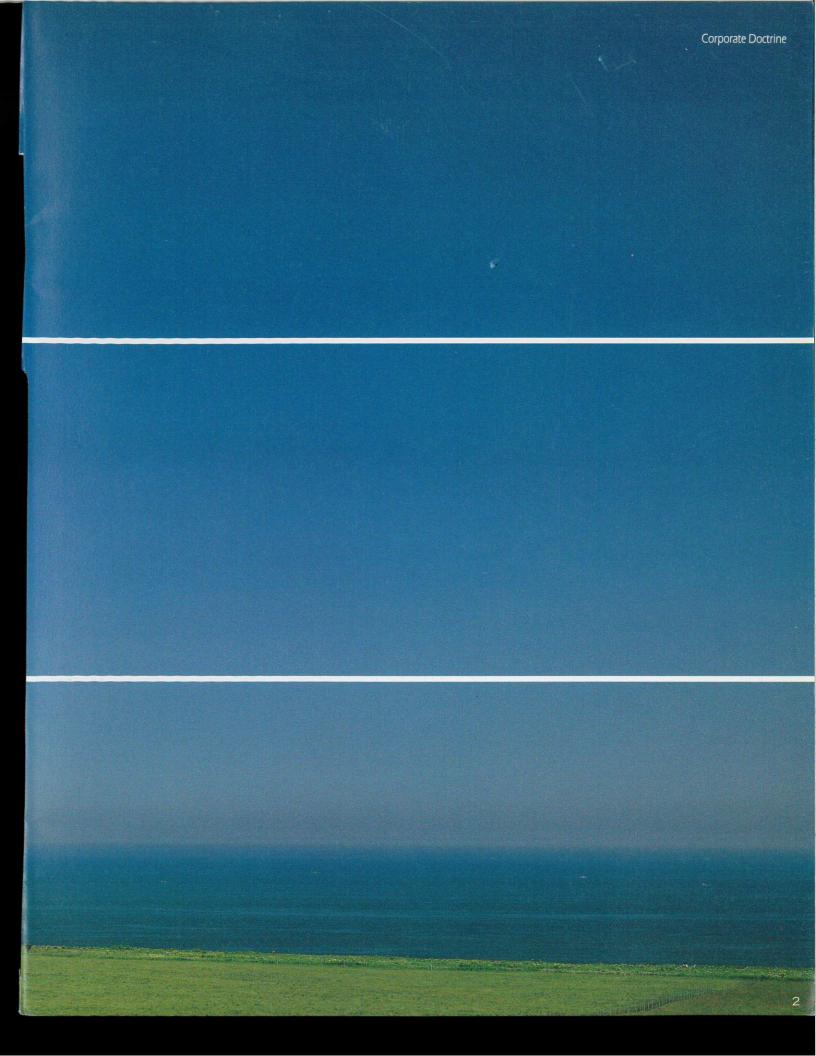
1995 INSIDE SHIMANO

5HIMANO®

## Embracing Our World ... SHIMANO® Closer to Nature, Closer to People.







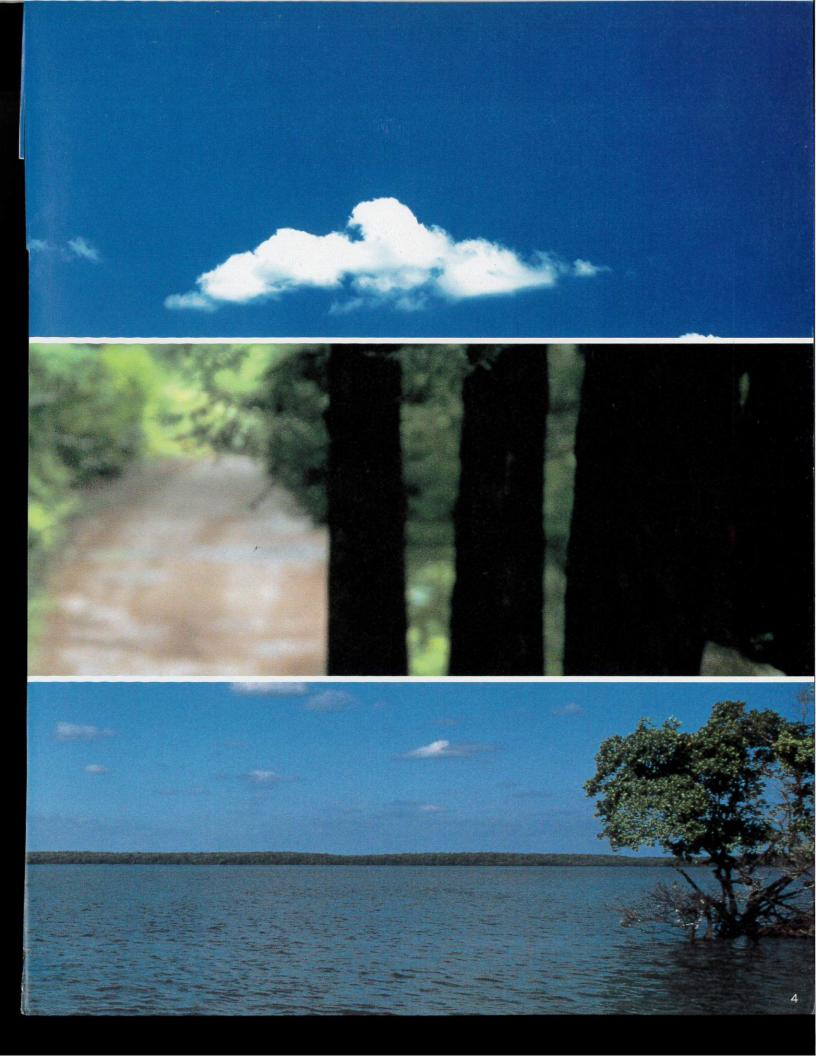


We are in the business of dreams... and developing the tools that can help fulfill dreams. We make bicycle components that lead the industry in value and functionality. We love the bicycle because it is unique in its ability to carry us through our natural world in an efficient, enjoyable, and non-polluting manner. We also make an expanding line of sport fishing equipment. More and more people around the world are using Shimano rods, reels, and fishing accessories that enhance the fishing experience.

All Shimano products have one thing in common. They are carefully designed to create a more comfortable and efficient interface with the user. It's called human engineering. The result is that cyclists and sport fishermen can realize more of their individual potential with greater comfort and enjoyment.

Shimano... closer to nature, closer to people.





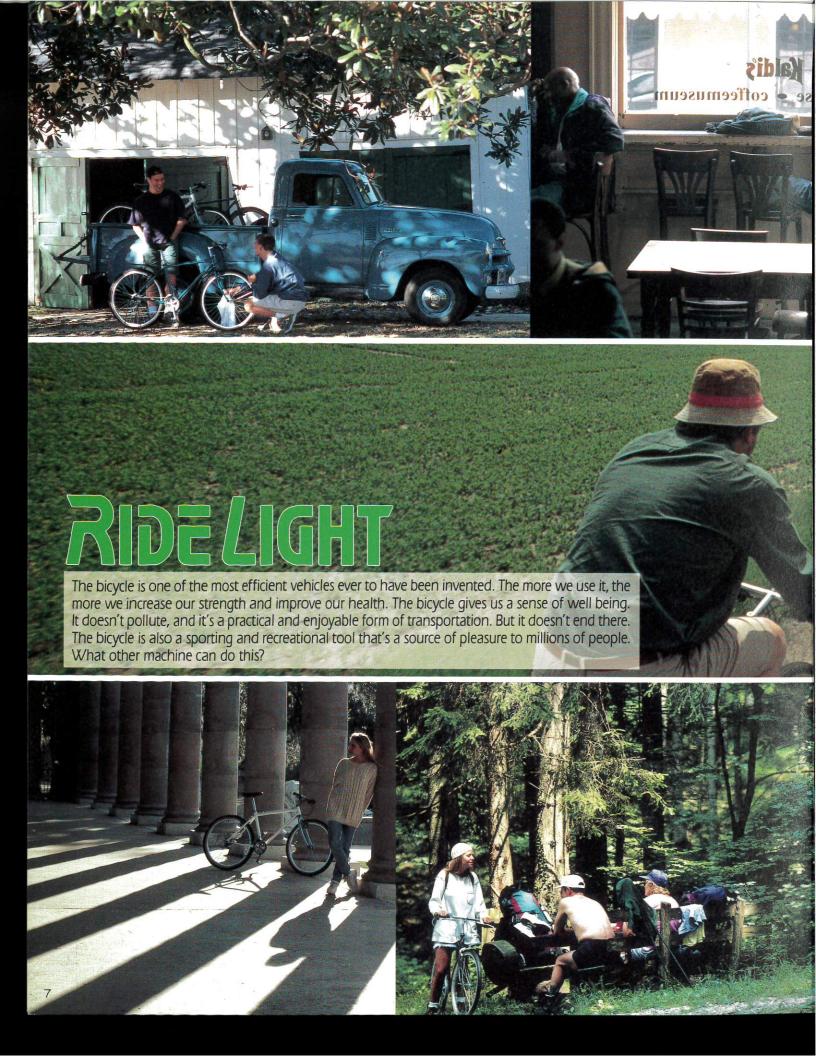
## Easier to ride, more enjoyment.



## RIDELIGHT

Ride Light is a Shimano component philosophy that strives to create an enhanced feeling of lightness in the way the bicycle looks, handles, and responds. Ride Light brings advanced cycling technology to a wider range of bicycles, and is especially helpful in giving new cyclists the confidence to ride with a greater feeling of comfort and control. It's all part of the Shimano philosophy of bringing the bicycle closer to the cyclist.















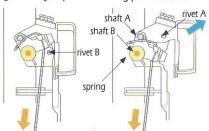


#### **Sensor Technology**

Sensor Technology is a further evolution of Shimano's Ride Light concept originally introduced in 1993. Sensor Technology is a product design philosophy that stresses the creation of an improved control interface between the cyclist and the bicycle. Components designed through Sensor Technology more clearly convey the bicycle's control responses to the rider on a visual, aural, and tactile level. The cyclist sees, hears, and feels precise component responses that improve control and increase cycling enjoyment.

#### **Top Swing Front Derailleur**

One of the problems long associated with front derailleur operation has been the amount of shifting effort needed to overcome friction in the linkage and the force of the return spring. Shimano's Top Swing front derailleur, introduced in 1994, solved the problem with a simple but innovative horizontally-pivoting linkage. The result is a 70% reduction in shifting effort and significantly improved shifting performance.

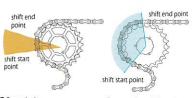


Return spring and operating cable force are only applied to shaft B. This allows shaft A, rivet A, and rivet B to remain unloaded during operation of the derailleur.



#### Shimano IG

Shimano IG is another advance in our quest for a faster, smoother, and more precise gear shifting action. Increased sprocket rigidity, computerdesigned sprocket profiles and chamfering, and integrated chain and derailleur designs result in a faster, more positive chain action during rear derailleur shifting. Shimano IG especially reduces chain shock during up-shifting to provide a smoother, more precise shifting action.



IG Sprockets
Computer design allows shifting distance on the sprocket to be significantly shortened. Shifts are fast and smooth.

## Conventional Sprockets Chain rides over many teeth before shifting action is complete. Shifts are slow and noisy.

#### **Anti-Vibration M-System Brakes**

lose much of their effectiveness when they get wet or muddy. They also tend to squeal. Shimano developed Anti-Vibration M-System brakes to provide smooth, silent stopping power even when riding in wet or muddy conditions. The cantilever arms have been carefully designed to increase strength and rigidity in order to eliminate squeal-inducing vibrations. The brake pads use a special allweather compound that maintains a high frictional coefficient even when

The cantilever brakes used on mountain bikes

#### **Inter-7 Internally Geared Hub**

Shimano's Inter-7 rear hub delivers the pedaling ease and increased performance of multi-speed cycling without the complexity of a rear derailleur. Inter-7 provides seven evenly spaced wide-range gear ratios through two durable planetary gear sets and a step-up gearing system

built into the hub itself. A high-performance Inter-M roller brake is also integrated into the hub. Revotype twist shifter or side-bar lever shifter makes changing gears



#### **Team Sponsorship**

Shimano is committed to the sport of bicycle racing. One way of showing this commitment is through active sponsorship of amateur and professional bicycle racing teams around the world. Active in the sport for more than 20 years, Shimano and it's distributors, currently provide equipment and monetary support to well

# Shimano ... a major competitor in bicycle racing.



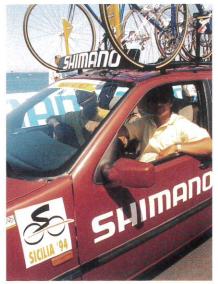




known professional squads such as the Motorola team from the USA, the TVM and Word Perfect teams from Holland, the Polti and Mapei Clas teams from Italy, and the ONCE team from Spain.

#### **Race Sponsorship**

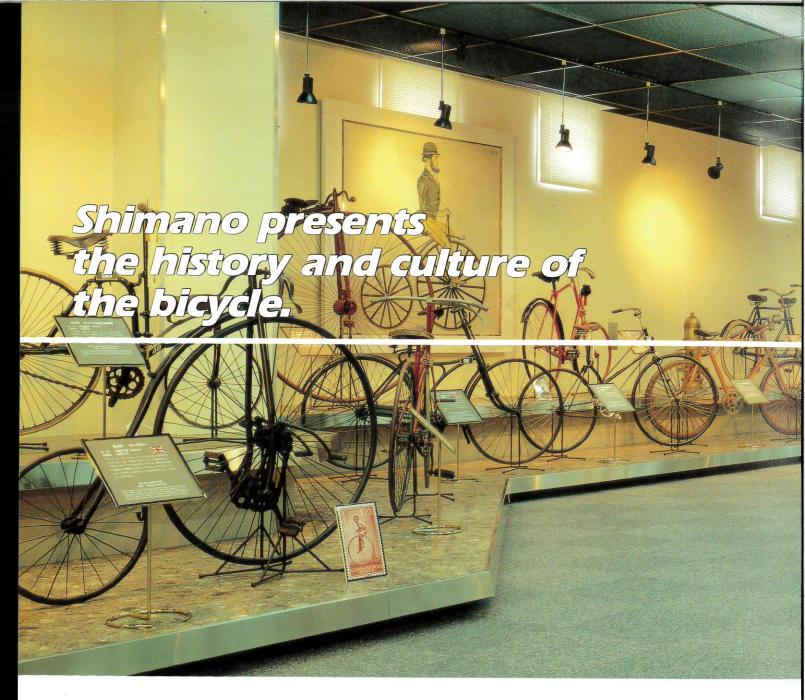
Shimano is making active efforts to introduce the excitement of road racing and off-road cycling to the public. The company actively encourages participation in the sport by supporting and taking part in various cycling events around the world. For example, Shimano was the official technical support provider at the 1994 World Cycling Championships held in Sicily. As the world's leading maker of mountain bike components, Shimano also provides continuing technical support to the Grundig World Cup mountain bike racing series.

















The latest bicycle exhibition hall



## Japan's first comprehensive bicycle museum

The Shimano Cycle Development Center is a non-profit educational institution dedicated to the public dissemination of information on bicycle culture, history, and technology. Located in Daisen Park near Shimano World Headquarters in Sakai City, the facility includes the Cycle Center Museum, home of the Shimano Bicycle Collection of 139 classic machines. With over 1,350 square meters of floor space on three levels, the Cycle Center offers an extensive range of exhibits on bicycle history, design, and technology.

## Research grants and educational funding

The Shimano Cycle Development Center offers a

variety of research grants to institutions as well as scholarships to individuals. This is another promotional activity which Shimano undertakes with the purpose of encouraging cycling awareness in our society and advancing the state of cycling technology.

#### **Daisen Park Cycling Plaza**

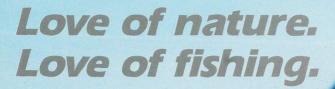
The Shimano Cycle Development Center oversees activities at the Daisen Park Cycling Plaza located in Daisen Park near Shimano World Headquarters in Sakai. On weekdays the facility serves as a cycling playground for children who can try their hand at riding some of the classic bicycle replicas made available without charge. On Saturdays and Sundays, experienced cyclists give free instruction to non-cyclists who want to take up the sport.



The Cycling Plaza

#### **Shimano Cycle Development Center**

165-6 Daisen Nakamachi, Sakai Osaka 590, JAPAN Phone: 0722-43-3196 Fax: 0722-44-4119







## A BETTER FISHING LIFE

When you feel relaxed and comfortable, that is the time you yourself are natural.

The basis point of the joy of fishing may arise from such times.

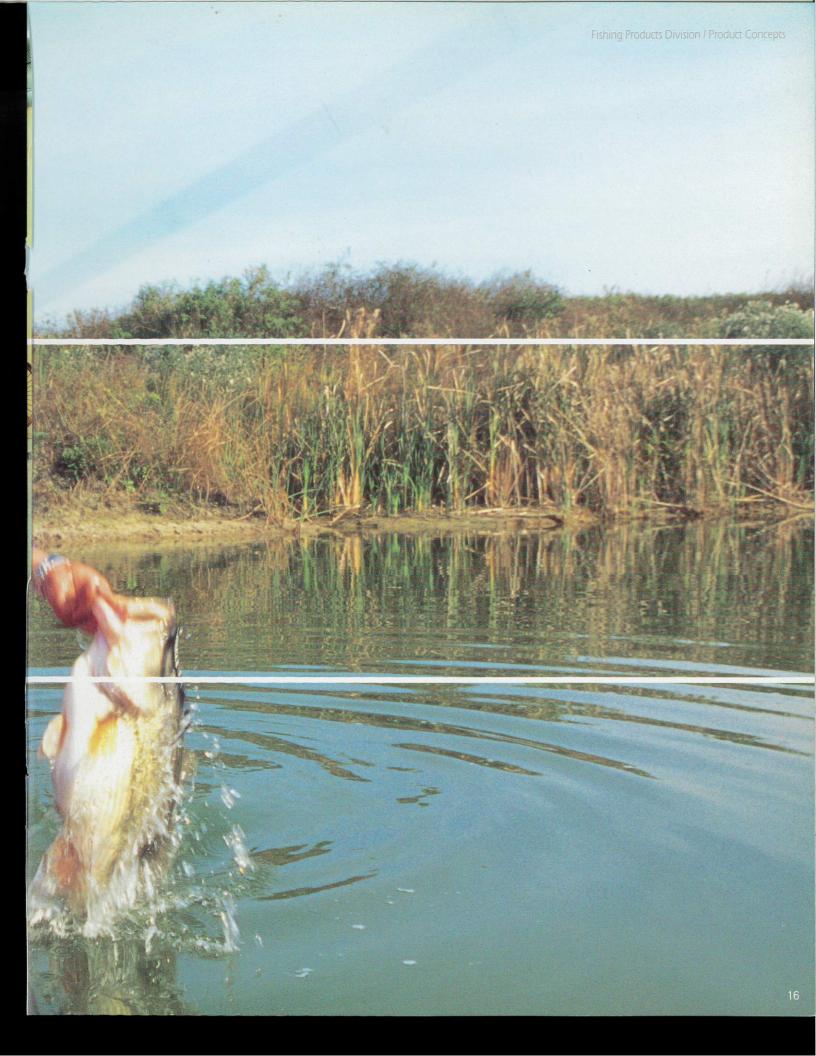
The basic point of the joy of fishing may arise from such times.

The goal is not only bringing "up" fish.

But also reaffirming your existence in all of nature and enjoying living things. How such an activity fulfills our hearts.

That is the "happy relationship between man and nature".

Through making valuable products, we will keep looking in the future for items which combine man and nature.





## 3-Dimensional Rotary Balance System

### Ultra-smooth SBL reel completely eliminates mechanical play.

The SBL reel meets the demands of the most discriminating sport fishermen. The computer-designed reel mechanism completely eliminates mechanical play to provide an enhanced feeling of smoothness and balance. Advanced manufacturing techniques and precision balance testing assure a silky smooth action in the reel's unique 3-dimensional rotary mechanism. The SBL reel offers more precise line control which allows the fisherman to feel the movements of the fish with greater sensitivity.



### 3-dimensional balance provides more sensitivity.

An automobile needs balanced wheels to ride smoothly at high speeds, and a well-balanced engine for smooth, vibration-free operation. In the same way, the spinning reel demands a balanced mechanism to provide the smooth and precise line control that enhances the pleasure of fishing. Release the lever and line pays out instantly. Hit a strong fish and the SBL's precision mechanism maintains smooth and precise line control even at the highest payoff speeds. Lock the reel and line pay-off stops instantly without slack, shock, or vibration. The SBL offers the fisherman a new level of spinning reel performance never before possible.

#### **Super Stopper**

### Unique lock system eliminates line stop play.

Excess play in the line lock mechanism is a common problem with conventional fishing reels. Shimano has eliminated this shortcoming with the SBL Super Stopper, a unique mechanism that increases the number of lock stops in one reel revolution from the standard 6 to 20 — without any decrease in strength. The result is a highly precise line stop action that responds instantly. Lines stops are faster and more precise. Line stop timing is easier and the chances of the fish getting away at that first bite are reduced. The SBL Super Stopper makes a more responsive, better performing rod and reel.







Super Stopper

### No more line tangles... reduced shock in the reel.

Excessive play in the line lock system lets the rotor reverse and often causes the line to become tangled on the reel. The SBL Super Stopper solves this problem too by reducing play in the line lock system. Rotor reverse and resulting line tangles are eliminated. Furthermore, the service life of the reel is extended because shocks are reduced during lock engagement.





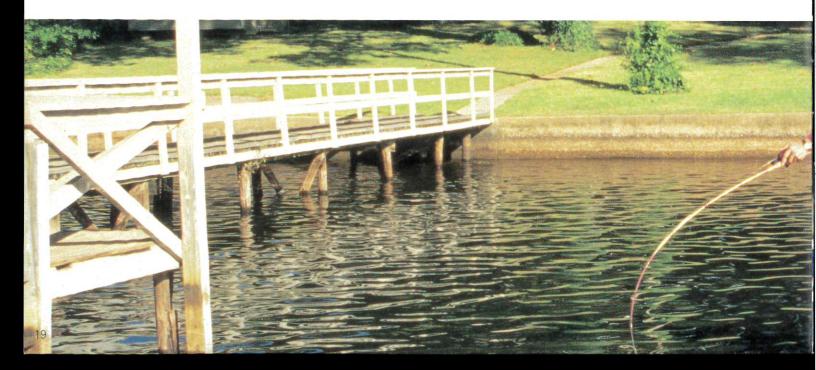




## Supporting domestic and international fishing events.

Offering a unique blend of serene contemplation and dramatic action, fishing has often been called the intellectual sport. A subtle interplay between man and nature, fishing gives us a special satisfaction. Fishing is also a social sport when fishermen get together to share the experience. Shimano sponsors a variety of fishing events. For example, the Shimano Japan









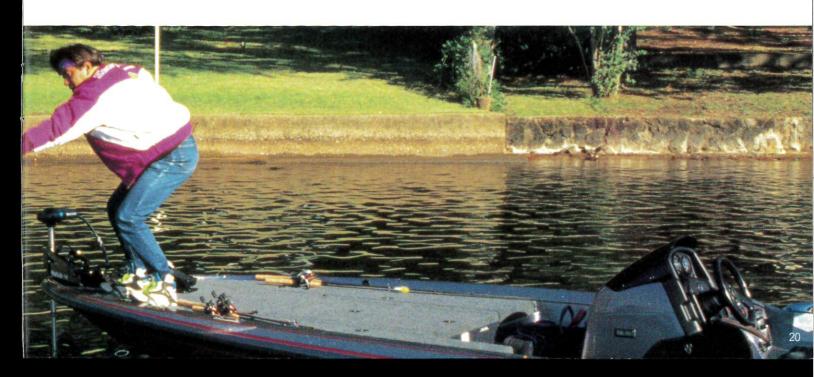
Cup, first held in 1984, hosted over 4,000 sport fishermen last year in four different divisions. The tournament continues to grow, and the number of women and children entries has increased remarkably. Shimano also sponsors a growing number of sport fishing events all over the world.

#### **Retail Seminars**

A nation-wide network of Shimano Marketing Offices is helping to promote the sport of fishing through local activities. For example, Shimano holds fishing seminars at retail sport shops on a regular basis. Not only do these seminars teach the finer points of fishing to newcomers and experienced anglers alike, but they also serve as a forum through which Shimano products can be introduced to the public. Shimano continues to pursue an active program of fishing promotion activities.







#### Becoming a global enterprise.

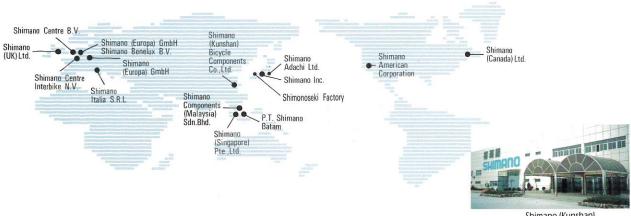
Shimano is becoming increasingly active in the international market as the company continues to establish sales offices, agents, and manufacturing facilities around the world. Shimano continues to make new friends around the world. This is the result of a business philosophy which stresses the need to become



Shimano American Corporation in Irvine, California (USA)

## Shimano in the world...





Shimano (Kunshan) Bicycle Components Co., Ltd.

part of the local community wherever the company does business. It is no exaggeration to say that Shimano is now recognized as an international leader in bicycle components and sport fishing equipment. The Shimano name now represents quality, performance and value to more people than ever. Shimano will enter the 21st century as a truly global enterprise serving markets around the world.



The staff of Shimano American Corp.



Shimano's European headquarters at Nunspeet in the Netherlands



## World-wide manufacturing and sales development

Shimano has been growing continually since 1930. The company's first overseas facility, the Shimano American Corporation, was established in New York in 1965, and has since moved to Irvine, California. We have continued to grow with the establishment of Shimano Europa GmbH in Germany, Shimano Canada Ltd., Shimano Malaysia, Shimano Singapore Pte.



Shimano (Singapore) Pte., Ltd.

Ltd., PT Shimano Batam, and other sales offices and manufacturing facilities that now comprise the world-wide Shimano network. Our international presence helps us to better understand the local demands of the markets we serve, and to respond to those demands with new and better products developed on a timely basis.



Shimano Components (Malaysia) Sdn. Bhd.



P.T. Shimano Batam (Indonesia)

## New production facility in China

We have established our own overseas manufacturing facilities in Singapore, Malaysia, and Indonesia while affiliatated companies are manufacturing products to our specifications in South Korea, Taiwan, and Italy. Our overseas manufacturing network was further strengthened when the Shimano Kunshan Bicycle Components Co., Ltd. began operation in April, 1994. The facility, located in the new Kunshan Economic Development Zone near Shanghai China, is producing bicycle components for the largely untapped market on the Chinese mainland.

## Shimano people are realizing the dream...





#### **Team Shimano**

Shimano is rapidly expanding into diverse cultural environments. The company now has more than 5,600 employees working in manufacturing, marketing, and service facilities in 11 countries on three continents. The Team Shimano concept was created to foster a feeling of mutual dependence and teamwork among the company's international employees. The Team Shimano effort permeates every activity of the company at every Shimano facility. From product planning and development all the way through delivery and afterservice, Team Shimano helps make everybody in the world-wide Shimano family aware of the importance of working together to satisfy the customer.







## Shimano people around the world.

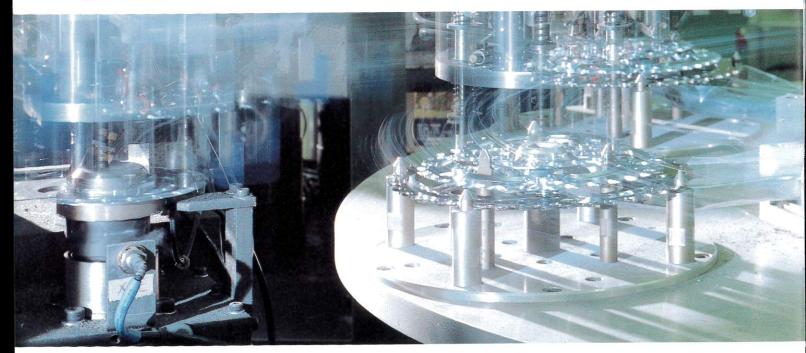
At Shimano, we like to think of ourselves as a people-oriented company. For one thing, we offer a work environment in which people are



encouraged to dream, and to work toward the realization of that dream. Shimano people are energetic and creative, and as most of them are active cyclists or fishermen, they're vitally interested in the products they develop and market. With their commitment to quality, value, and performance, Shimano people are shaping the future of the company and the industry. Our business philosophy stresses that people can realize their full potential if allowed to work freely and to explore the best within themselves. We also take pride in the fact that our products harmonize with nature, and help people realize more of their own potential in the sports of cycling and fishing.



## Quality, innovation and value...





Shimano world headquarters in Sakai city, Japan.

## Shimano ... a history of innovation.

Every new Shimano product is the result of extensive research and development work at our headquarters in Sakai City, Japan. Our R&D department uses information supplied from the world-wide Shimano data network to develop new products that respond to the specific needs of local markets on a timely basis. This extensive R&D system is renowned in the industry as a model of advanced technology and efficient product development. One in four of our employees is involved in new product development. The Shimano R&D system makes full use of the latest CAD systems, on-line computers, in-house product development software, 3-dimensional measuring equipment, and other advanced systems to make sure that Shimano products deliver quality and value.



## Advanced cold forging technology.

The heart of Shimano quality lies in the company's long experience with the cold forging process. Cold forging is a highly efficient metal forming technique in which high pressures are applied at ambient temperatures to pressforge steel and aluminum alloys into the desired shape. One advantage of cold forging is that product strength is increased as a result of the metal fibers aligning coherently with physical contours. Another advantage is that waste is eliminated. We continue to develop our own proprietary cold forging processes and are now able to achieve amazing levels of precision and finish, benefits which allow the manufacture of a higher quality product at reduced cost.





Robotic assembly line.

#### Proprietary robot technology.

In addition to utilizing the latest CAD and CAM systems, Shimano has also developed highly efficient assembly lines which use more than 770 robots developed completely in-house. Robotic assembly is ideally suited to the unique demands of bicycle component manufacture and a continually changing product line. It eliminates tedious jobs, increases product quality, and saves time and money which allows the company to produce better products at lower costs. Automated assembly operations are supported by NPCS, the New Production Control System which provides more efficient centralized management of material flow in and out of the factory.

#### Human technology.

From Research and Development to manufacturing, from shipping to product support, we are committed to applying the latest technology in every phase of our operations. The result is a higher standard of quality and value in user-friendly products, a Shimano hallmark.



Aerial view of Shimonoseki Factory in Yamaguchi Prefecture, Japan.



Established: February, 1921 Capital Funding: 31.6 billion Yen Employees: 996 (874 men, 122 women) Head Office:

77 Oimatsu-cho, 3-cho, Sakai, Osaka 590, Japan Phone: 0722-23-3330 Fax: 0722-23-3496 (Bicycle Components) 0722-23-3465 (Fishing Tackle)

Total surface area: 43,038 m<sup>2</sup> Total floor area: 45,279 m<sup>2</sup> (As of November 20, 1994)

#### The Board of Directors

Chairman Shozo S
President Yoshizo
Executive Vice President Yozo Sh
Executive Vice President Yozo Sh
Managing Director Takashi
Managing Director Shinji Fi
Director Hiromu
Director Masashi
Director Takashi
Director Takashi
Director Masashi
Director Chitosh
Director Kazuo K
Director Takashi

Standing Statutory Auditor

Standing Statutory Auditor

Statutory Auditor

Statutory Auditor

Shozo Shimano Yoshizo Shimano Shuzo Matsumoto Yozo Shimano Takashi Segawa Shinji Fukuoka Hiromu Matsunaga **Makoto Yamane** Masashi Nagano Takashi Yoshida Chitoshi Yuge Kazuo Kikuchi Takashi Ikenaga Hisaaki Izuno Yutaka Kurata Hiroshi Murata Kazufumi Tsujinaka







- 1921 Shozaburo Shimano founds Shimano Iron Works to produce bicycle freewheels.
- 1922 Registration of the first Shimano trademark, the 3-3-3 symbol.
- 1931 First export of freewheels.
- 1940 Company incorporates as Shimano Iron Works Ltd.
- 1951 Company changes name to the Shimano Industrial Co. Ltd.
- 1956 First production of bicycle derailleurs.
- 1957 First production of internally geared hubs.1960 Begin in-house development of proprietary cold
- forging technology.
  Introduction of Japan's first click-stop shifting
  3-speed hub.
- 1965 Shimano American Corporation established in New York, USA.
- 1967 Servo-pantograph Skylark derailleur introduced.
- 1970 Shimano Yamaguchi Corp. established in Yamaguchi Prefecture, Japan. Fishing Products Division established; begin production of rods, reels, and coolers.
- 1972 Shimano (Europa) GmbH established in Düsseldorf, Germany. Current Shimano logo is introduced. Introduction of Dura-Ace racing bicycle component series announced.

- 1973 Shimano Singapore Pte., Ltd. established. Company is listed as a first tier stock in Tokyo and Osaka stock exchanges. Company begins sponsorship of European pro racing team, Shimano-Flandria.
- 1974 Shimano Sales Corp. established in California (USA).
- 1975 Shimano 600 racing bicycle component series introduced.
- 1978 Shimano fishing products introduced in the USA.
- 1979 Shimano American Corporation moves to new facilities in New Jersey.
- 1980 AX aerodynamic racing component series introduced.
- 1981 ''1-2-3 Change'' easy-shift geared hub system introduced.
- 1982 New corporate headquarters building completed in Sakai, Japan. Introduction of Deore-XT mountain bike components.

Shimano 105 sport/racing component series introduced.

984 Shimano Index System (SIS) introduced as part of the New Dura-Ace racing component series. First Shimano Greenpia Cycling Event held near Kobe, Japan.

First Shimano Japan Cup fishing tournament held.

#### Affiliated Companies in Japan Shimano Adachi Co., Ltd.

4-27-15 Aoki, Kawaguchi City, Saitama Pref., 332, Japan Phone: 0482-82-1873 Fax: 0482-55-6208

#### Affiliated Companies Abroad

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Phone: [714] 951-5073
Fax: [714] 951-5719 Bicycle Components:
[714] 951-5071 Fishing Tackle:
[714] 768-0920 General

1714/768-0920 General
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Shimano (Europa) GmbH
Dutch Address
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Nunspeet, The Netherlands
Mailing Address:
postbus 180 8070 AD Nunspeet,
Phone: [3412] 72222 Fax: [3412] 72299
Shimano (Europa) GmbH

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Telex: 418581600 SEGH D

Shimano (UK) Ltd. St. Jones Court, Upper Forest Way, St. Jones Court, Upper Forest Way, Enterprise Park, Swansea SA6 8OR, United Kingdom Phone: (792) 791571 Fax: (792) 701154

Phone: (792) 7915/1 Fax: (792) 701154

Shimano Benelux B.V.
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Nunspeet, The Netherlands
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Phone: [3412] 72222 Fax: [3412] 58691

Shimano Centre Bicy B.V.
de Beverspyken 23 5221
EE's-Hertogenbosch The Netherlands
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Phone: [73] 312406 Fax: [73] 312475
Shimano Centre Interbike N.V.
Zandvoortstraat 6, 2800 Mechelen Belgium
Phone: [15] 209480 Fax: [15] 209410
Shimano Italia S.P.L.

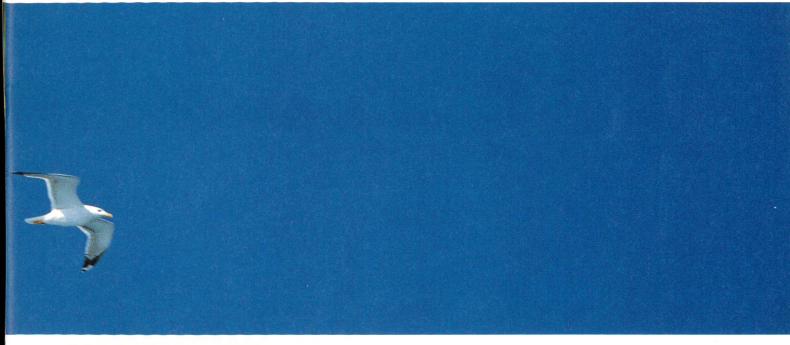
Shimano Italia S.R.L. Via Pisacane 15, 22027 Rescaldina (MI), Italy Phone: (331) 465001 Fax: (331) 465266

Shimano (Singapore) Pte., Ltd. 20 Benoi Sector, Jurong Town, Singapore 2262 Phone: 2654777 Fax: 2651575 Telex: RS 23328 A/B SHIMANO

Shimano Components (Malaysia) Sdn. Bhd. Lot 4550, Lorong A-16, Pekan Nanas 81500, Pontian, Johon, Malaysia Phone: (07) 891599 Fax: (07) 891794

Pr.T. Shimano Batam Level I, Lot. 10 Batamindo Industrial Park, Mukakuning, Pulau Batam, Indonesia Phone: (778) 611344/611857 Fax: (778) 611938

Shimano (Kunshan) Bicycle Components Co., Ltd. He Xing Road, Kunshan, Jiangsu China Phone: 86-5224-531540 - 551814 Fax: 86-5224-531541







- 1986 Shimano American Corporation and Shimano Sales Corp. combine as Shimano American Corporation in Irvine, California (USA).
- Introduction of world's first fine ceramic fishing rod.

Electronic ED fishing reel introduced.

- Introduction of Digitana GT fishing reel, Zoom Rod, and Fine Ceramics Trout Rod. Deore-XT II components introduced with 7-speed cassette hub and HG sprockets.
- Crown Prince Naruhito visits Shimano headquarters in Sakai, Japan.
- Shimano Total Integration introduced. Shimano Rinkai Ltd. established. Shimano Pedaling Dynamics (SPD) cycling shoe and pedal system introduced. Shimano Components (Malaysia) Sdn. Bhd. established. Titanos Digitana fishing reel introduced with SLS

1991 Shimano Cycle Development Center, a non-profit educational institution, is established in Daisen Park near corporate headquarters in Sakai, Japan. Corporate name changed to Shimano Inc. P.T. Shimano Batam established in the Indonesia. First running of the Shimano Re-Ex Mountain Bike race in Japan. XTR off-road racing components introduced.

- 1992 Cycle Center, a bicycle museum opens in Sakai city, Japan. 9th running of the Shimano Suzuka Road Race. Agreement reached with Peoples Republic of China to build factory in the Kunshan Economic Zone near Shanghai.
- 1993 Introduction of the High-Speed Zoom Rod. Introduction of Shimano STX Special Edition, Ride Light component. 10th annual running of Shimano Suzuka Road. Introduction of Shimano Deore XT MTB component.

Introduction of BB-X Technium rod with SBL reel. "Team Shimano" program initiated. Inter-7 internally geared hub introduced. Shimano RSX sport cycling component group introduced. Shimano-overseen Cycling Plaza opens in Daisen

Park in Sakai, Japan. Shimano Yamaquchi Ltd. and Shimano Shizuoka Fishing Products Sales Co. incorporated into Shimano Inc.

#### Still following the dream...

We see ourselves not only as a manufacturing enterprise, but as a company that is helping people to become healthier through the sports of cycling and fishing. Our business is somewhat unique in that the health of the company is directly tied to the health of our customers. We take pride in the fact that we produce recreational products that don't pollute the environment, products that are human-friendly and enrich peoples' lives. This is why we chose "Embracing Our World... **SHIMANO**". Closer to Nature, Closer to People' as our corporate slogan.

As the 21st century approaches, it becomes increasingly important for the enterprise to contribute to the betterment of society. We are doing our part by producing products that help people to enjoy themselves outdoors. Our Ride Light bicycle component design concept, for example, aims at making the bicycle feel lighter, more responsive, and easier to control. Our Fishing Products Division has taken up the theme "A Better Fishing Life" as an expression of our efforts to develop fishing gear that better responds to the needs of the sport fisherman.

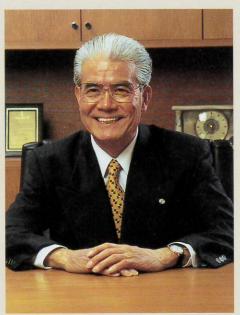
We opened the Cycle Center Bicycle Museum in Sakai, Japan in April of 1992. This non-profit institution gives the public an overview of the history of the bicycle and shows how advanced technology is applied to bicycle design.

In April of 1994 we began operations at our new manufacturing facility in Kunshan, China. This facility is important because it will play a key role in helping us to better serve our expanding international markets in the future.

Our corporate activities will always be based on our commitment to protecting the environment and producing health-enhancing products that offer quality and value. At Shimano, we still follow the dream.



Shozo Shimano Chairman, Shimano Inc.



Yoshizo Shimano President, Shimano Inc.



Inside Shimano 1999

#### SHIMANO AMERICAN CORPORATION

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#### SHIMANO (CANADA) Ltd.

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#### SHIMANO BENELUX B.V.

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#### SHIMANO INC.

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