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Distribution News/Press Release

Rutronik and AVX Partnership Going Global

Ispringen (Germany), July 17, 2017 – Rutronik Elektronische Bauelemente GmbH is now a global AVX distribution partner for AVX's entire product range.

The two companies have been partners in Europe since 1997, and in 2015 they expanded the franchise to include Asia. Now, Rutronik is also a franchise distributor for AVX in the USA. “Rutronik is one of our longest and most important distribution partners and has proven to have the expertise, commitment and market awareness needed to drive our business forward in both Europe and Asia, which is why we are now entrusting our business in the USA to Rutronik,” said Pete Venuto, Senior Vice President of Sales at AVX.

AVX is a leading supplier of electronic passive components and interconnect solutions with 20 manufacturing and customer support facilities in 11 countries around the world, which matches perfectly with Rutronik, that has started as a distributor for Passive and Electromechanical Components and has therefore a very deep knowledge of this products. AVX has developed products according to the needs of the customers of Rutronik in both product segments. So the manufacturer offers the perfect passive components for all applications including ceramic and tantalum capacitors, film capacitors, varistors, filters as well as crystal based frequency control devices & RF components. AVX also manufactures electronic connectors and interconnect systems.

Markus Krieg, Managing Director Product Marketing at Rutronik said: “We are pleased to be able to serve our customers around the globe

with AVX components. This will help us to acquire new customers for the products and grow together with AVX."

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About AVX (www.avx.com)
AVX Corporation is a leading international manufacturer and supplier of electronic passive components and interconnect solutions with 20 manufacturing and warehouse facilities in 11 countries around the world. AVX offers a broad range of devices including capacitors, resistors, filters, couplers, timing and circuit protection devices and connectors. The company is publicly traded on the New York Stock Exchange (NYSE:AVX).

About Rutronik (www.rutronik.com)
Rutronik Elektronische Bauelemente GmbH is the third largest distributor in Europe (European Distribution Report 2016) and the number ten worldwide (SourceToday, May 2017). The broadline distributor supplies semiconductors, passive and electromechanical components as well as boards, storage, displays & wireless products. The company's primary target markets are the automotive, medical, industrial, home appliance, energy and lighting industries. The ranges **RUTRONIK EMBEDDED, RUTRONIK SMART, RUTRONIK POWER** and **RUTRONIK AUTOMOTIVE** provide customers with specific products and services in groups tailored to the respective applications. Expert technical support for product development and design-in, individual logistics and supply chain management solutions as well as comprehensive services complete its scope of performance.

The company, founded by Helmut Rudel in 1973 in Ispringen, Germany, now has over 70 subsidiaries in Europe, Asia and the Americas. Rutronik employs more than 1,500 staff worldwide and achieved Group sales of 872 million euros in the fiscal year 2016.

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