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Roland Opens New Manufacturing Facility In Malaysia *Production Begins for Digital Pianos and Guitar Amplifiers*



New manufacturing facility in Malaysia



Production of digital piano
in new facility

Hamamatsu, Japan, July 30, 2015 — Roland Corporation announced today that its new manufacturing facility in Malaysia commenced full manufacturing operations on July 27. Digital pianos and guitar amplifiers are now in production at the new facility, and Roland plans to gradually expand to include electronic drums and synthesizers.

Roland Manufacturing Malaysia Sdn. Bhd., a subsidiary facility of Roland, was established in Selangor near the country's capital, Kuala Lumpur, last November as part of Roland's Mid-term business plan to restructure and expand global production. The subsidiary currently employs 60 people, and the number of employees is expected to increase by several hundred to support future production. Roland anticipates smooth operations given the region's stable political climate and its vast English speaking population.

Quality electronic parts suppliers are more plentiful in Malaysia compared to other Southeast Asian countries, and Roland expects to shorten production lead times by up to one third as a result. Roland also expects to reduce material costs and finished product stock to further reinforce cost competitiveness.

This new facility serves as an important distribution base for Made-in-Asia products. Currently the products produced in other Asian factories were shipped via Japan, but in the near future those products will be shipped via Malaysia to destinations all over the world.

Overview of New Factory

- Address: Bandar Sultan Sleiman, Taiwanese Industrial Park, 42000 Port Klang, Selangor Darul Ehsan, Malaysia
- Established: November, 2014
- Total Square Footage: 10,000 m2 / 107,639 sq. ft.
- Lines of Business: Assembling and manufacturing Roland electronic musical instrument products
- Capacity: Digital Pianos - 8,000 units per month; Guitar Amplifiers - 10,000 units per month
- Number of employees: 60 (as of July, 2015)

About Roland Corporation

Roland Corporation is a leading manufacturer and distributor of electronic musical instruments, including keyboards and synthesizers, guitar products, electronic percussion, digital recording equipment, amplifiers, audio processors, and multimedia products. With more than 40 years of musical instrument development, Roland sets the standard in music technology for the world to follow. For more information, visit Roland.com.