



ELECTRONICS REPRESENTATIVES ASSOCIATION

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### **Renesas Electronics America Joins ERA**

The Electronics Representatives Association (ERA) announced that Renesas Electronics America Inc., a premier supplier of advanced semiconductor solutions, has joined ERA as its latest manufacturer member.

Renesas delivers expertise, high-quality and comprehensive semiconductor solutions for a broad range of automotive, industrial, home electronics, office automation and information communication technology applications.

“Renesas is proud to become a new manufacturer member of ERA,” said Bill Hood, Vice President, Sales Division, Renesas Electronics America Inc. “Renesas has deep respect for the electronics sales representative model, and joining ERA provides us a path to better understand and strengthen those relationships in addition to collaborating with our distribution partners to maximize success in the Americas.”

ERA CEO Walter Tobin shared his thoughts on the importance of this partnership: “Renesas is a trusted brand and a global leader of advanced semiconductor solutions with the vision to create solutions that spark innovation for a connected world. ERA is proud to welcome Renesas as its newest manufacturer member.”

#### **About ERA**

The 83-year-old Electronics Representatives Association (ERA) is the international trade organization for professional field sales companies in the global electronics industries, manufacturers who go to market through representative firms and global distributors. It is the mission of ERA to support the professional field sales function through programs and activities that educate, inform and advocate for manufacturers’ representatives, the principals they represent and the distributors who are reps’ partners in local territories. ERA member representative firms (often called “reps”) provide field sales services on an exclusive basis to manufacturers of related (but non-competing) products in a defined territory. For more information about ERA, visit [era.org](http://era.org).

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