Fuse leader targets electric vehicles

SOC's long history of creating fuses to protect electrical circuits in all forms of products is reflected in the trust its customers have in the company to provide tailor-made safety solutions.

"We protect our customers from potential dangers, therefore quality is given the utmost importance because our concern is safety."

Kayoko Arikawa,
President, SOC Corporation

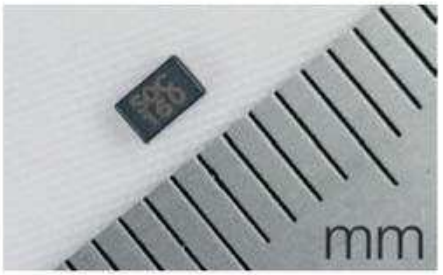
Products that provide safety must be reliable above all else, and SOC has fostered trust in its products through 63 years of developing the world's leading fuses for a wide range of applications.

From the development of the world's first then de facto standard wound-wire element fuse to the MCF3 (middle on the right), the world's smallest low-interrupt rating fuse in its specification category, the company always strives for innovation. With its forward-thinking attitude, SOC can produce tailor-made fuses for its customers depending on their needs. "We can provide fuses with stringent specifications as well as fuses for much higher-pressure usages and higher voltage and current," says president, Kayoko Arikawa.

This dedication to customized solutions led to the development of fuses for Mitsubishi Motors since the mid-1990s, which are used in its i-MiEV, the world's first mass produced electric vehicle series. As such, SOC's high-performance fuses have the potential to provide safety for millions as the electronic vehicle revolution picks up speed.

As Ms. Arikawa explains: "Our engineers have been working closely with our clients' engineers in the automotive sector starting from the initial phase, which is to develop the best type of fuse design." And these fuses can both be standardized and customized depending on the needs of the customer.

SOC's R&D team understands the importance of size reduction in its fuses, and the company strives to make its designs as streamlined as possible, thus giving its customers a competitive edge. SOC's success as a Japanese fuse leader has allowed it to expand globally, with offices in Singapore, the Netherlands, and the United States, and it boasts the unique ability to offer its testing facilities for client use.



SOC
fuse technology
www.socfuse.com