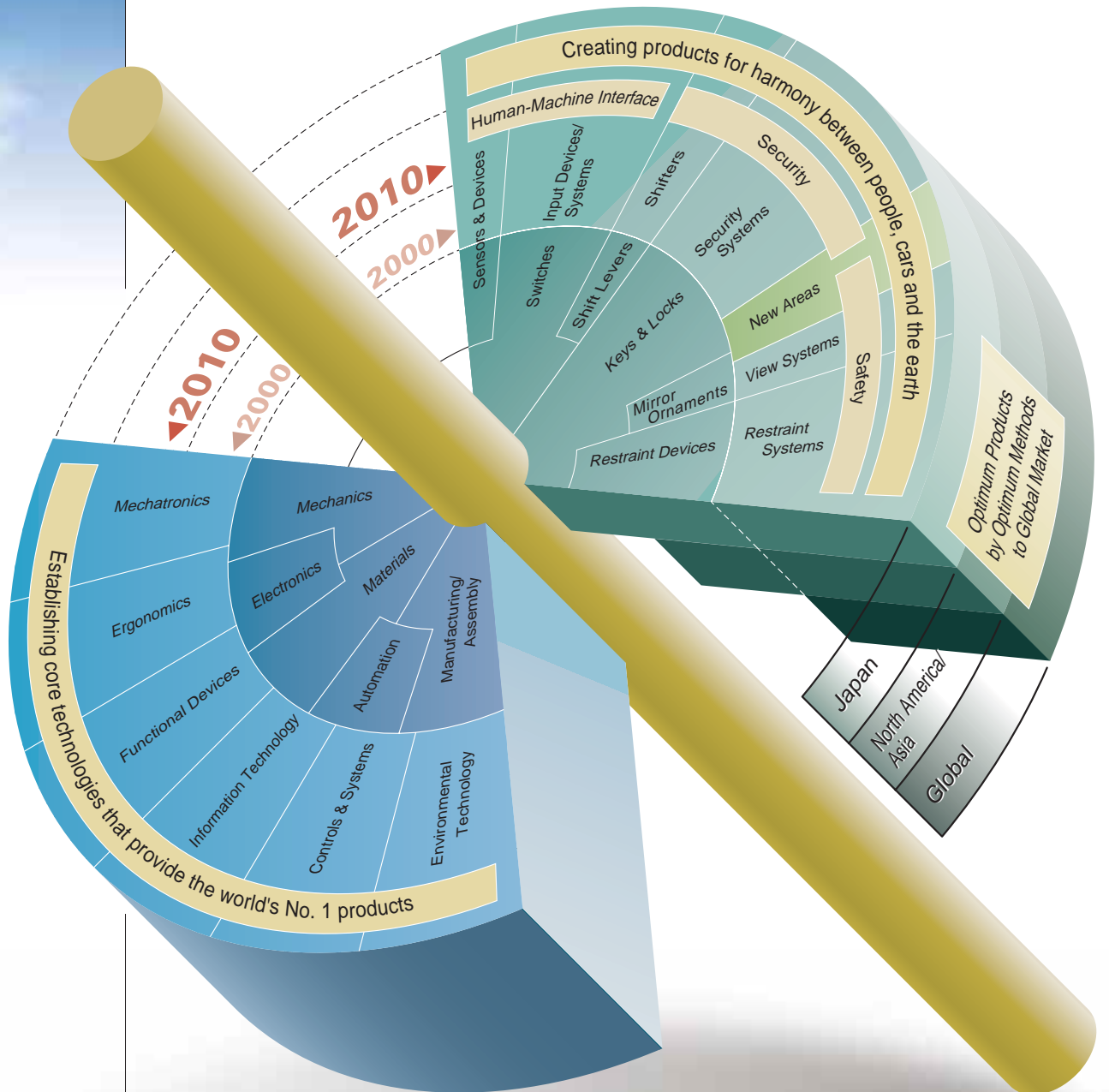


Business Vision

Product, Technology and Market Prospects
Business Directions
Corporate Image

Product, Technology and Market Prospects



Business Directions

Business Areas

Tokai Rika will elevate our three major product lines, Input Systems, Security Systems and Restraint Systems, up to the world class level. Additionally, we will boldly step into new areas by capturing changes in trends of products and markets.

Competence

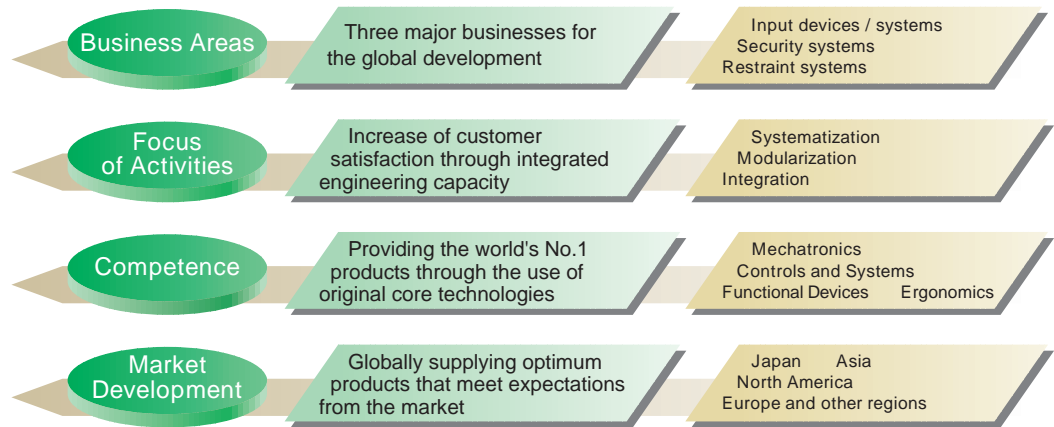
We will strengthen our core technologies centering on the areas of Human-Machine Interface, Security and Safety, to become the leader of our time and gain the fullest confidence of our customers.

Focus of Activities

In order to move forward with total optimization, we will focus our concentration on development of and proposals for systematization, modularization and integration.

Market Development

Having bases in the four Polar Regions, Japan, North America, Asia and Europe, we will develop markets in other regions as well, considering the balance between both global standards and locally customized products.



Corporate Image

Supplying the Market of the Future

As manufacturing professionals, we will promote advanced development and provide products for the market of the future. Tokai Rika will always be ahead of our time in providing new products for the global market.

A Forward-Thinking Organization

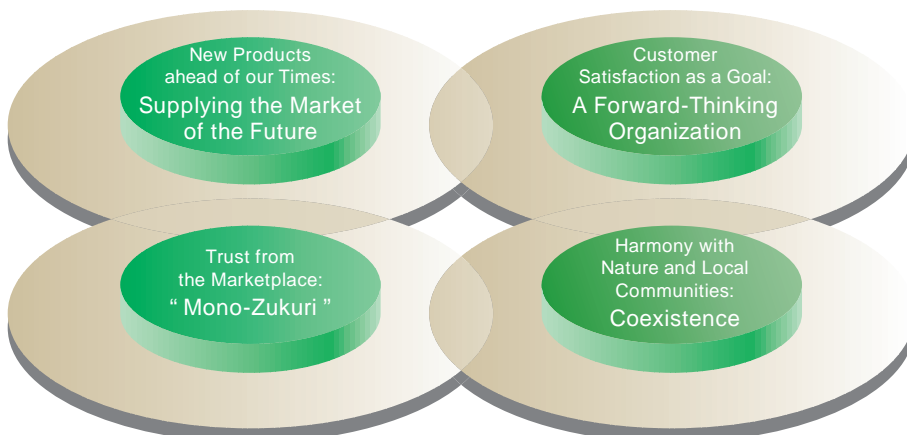
We value dialogues with our customers. By making proposals and suggestions that exceed the current requirements, we will become a forward thinking organization, with the customers' complete satisfaction as our goal.

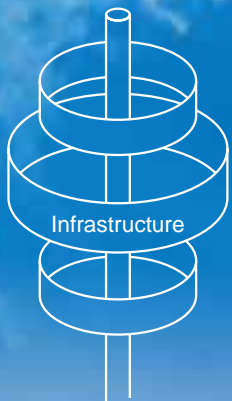
“Mono-Zukuri”

We appreciate the progress of engineering and technology, always keeping in mind the spirit of “*mono-zukuri*” - the fundamentals of production, and we will gain strong trust of the marketplace.

Coexistence

We will continue to research and consider the preservation of the global environment and the welfare of people all over the world. We will coexist with the rest of the world, living in harmony with nature and various local communities.





Infrastructure Vision

Functional Processes
 Organization/Management
 Information
 Human Resources

Functional Processes

Engineering and R & D

We will enhance our planning and development capabilities and our base technologies as a specialized manufacturer. In addition, we plan to organize global engineering collaborations that effectively promotes system/module development.

Production/Purchasing

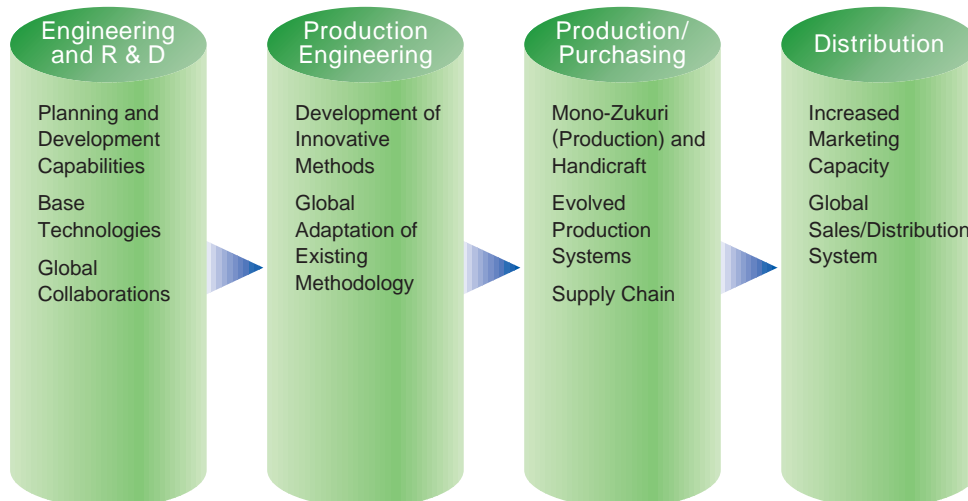
We value our tradition which is “*mono-zukuri* (production) and handicraft.” We will focus on the development of “production systems that continues to evolve” corresponding to technology/information innovations. We will also establish effective supply chains according to the global trend.

Production Engineering

In order to manufacture innovative new products and low-priced goods, we will enhance our development capability for innovative methods in a way that synchronizes with product development. In addition, we will globally adapt the best existing methods in the Tokai Rika Group.

Distribution

We will enhance our marketing capacity by focusing on our users. In addition, we will plan business operations that are global and quick, and establish an optimum distribution system.



Organization/Management

Our goal is to establish an effective global management system. We will create a flexible and dynamic management system, which is quick in making decisions and taking actions. For this purpose, we will develop a streamlined and open-to-all organization with clear authorities and responsibilities.

Information

For business process innovations, we will construct an information system utilizing advanced IT. We will enhance TOKAI RIKA information systems that support quick and accurate decision-making, and organize internal and external networks that support effective and smooth business operations.

Human Resources

We plan to construct a personnel system that positively utilizes the visions and capabilities of associates, and to nurture professionals gifted with various types of originality and a sense of balance. We will train and utilize people with international minds and creativity at every business site in Japan and overseas.



Culture Vision

Corporate Image
Image of Our Associates
Areas of Activity

Corporate Image

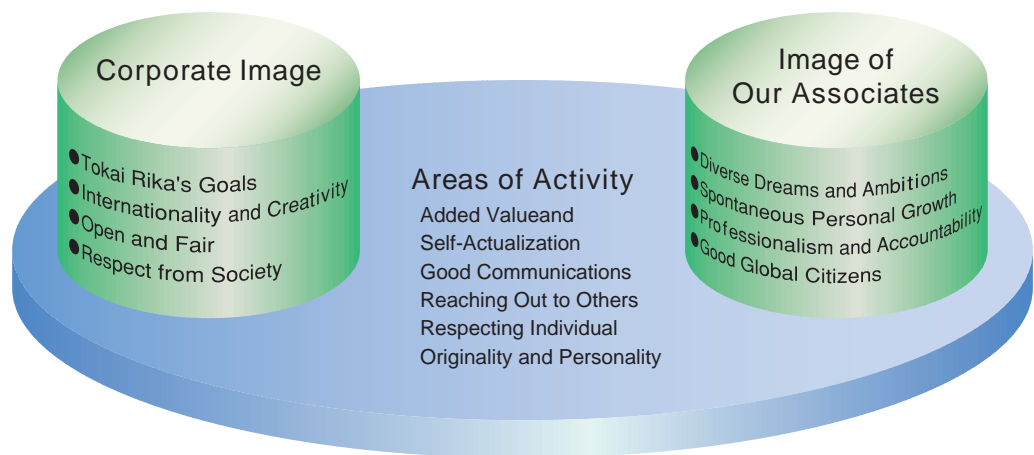
We will continue to make challenges in the global arena. We will maintain harmony with the environment. We will respect local cultures, strive to interact and communicate with all stakeholders and become a dynamic enterprise by sharing our goals with all associates of the group.

Image of Our Associates

Every individual in the group will have his or her own dreams and ambitions, try to educate themselves, and develop professional skills and creativity. At the same time, they will be all internationally minded, respect one another and become better global citizens.

Areas of Activity

What we consider important are added value and self-actualization. We respect individual originality and personality, and encourage everyone to reach out to one another for mutual support while acting within their areas of responsibility.



Toward Realization

We are at the turning point of industrial and economic structures, and in a period of intense competition. **TOKAI RIKAI 2010 VISION** is a policy to be shared among all associates of the Group as we face new challenges at the outset of the 21st century in order to grow further and to **“A New Flight to the World.”**

Through active communications, all associates of the Tokai Rika Group will reflect this vision onto a continuous planning system, and develop it into effective business operations. In order to look at the business operations from global viewpoints and to achieve our various goals, the corporation and companies, various divisions, regions and associates must all reach out to one another for mutual support.

There is a great possibility for us in **“A New Flight to the World, Anticipating Future Expectations.”** We pledge to realize this possibility through our own efforts.