

# 5 Toward Realization



The lead role on the path to becoming the top-quality company in the industry is ours to play.

We at Tokai Rika Group, now that we've defined our vision for 2015, possess great potential.

All our associates throughout the world share the same goals and are beginning to take new actions to achieve these goals and make our dreams reality.

Whether we will be able to leap forward and become "a group of global enterprises in demand worldwide that is able to anticipate the future" depends on ourselves. Let us take a powerful leap toward our dream of becoming the top-quality company in the industry by passing on and improving our concept of value, "the Heart of Tokai Rika," the source of all actions taken by all associates through the generations.



## The Heart of Tokai Rika

### The spirit of the engineer and the spirit of the technician

- The spirit of the engineer helps us create reliable products by always including the viewpoint of end users and by taking on the challenge to create attributes/functions and designs that appeal to the five senses.
- The spirit of the technician has accumulated and improved upon various fundamental and production technologies which support mono-zukuri.
- Developing new products that fuse the spirit of the engineer and the spirit of the technician: this is the essence of mono-zukuri.

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Our corporate culture places importance on respecting all individuals and valuing the rich diversity of human resources of different nationalities, and it is this corporate atmosphere that has helped all our associates to get through difficult times as one.

### The pioneering spirit

- Thanks to their pioneering spirit, our predecessors were able to open up new businesses and expand existing business beyond the automotive field throughout every region on the globe.

### To follow through on the tasks at hand straightforwardly and honestly

- In the tenacious spirit of seeing everything through to the end straightforwardly and honestly, we will thoroughly conduct "genchi genbutsu" (go and see/study) activities. We will work to continuously improve all places we work and strive, not only production sites related to mono-zukuri but also sales and design departments and offices.



Tokai Rika Group in 1948 (The Nishibiwajima Plant)

Let us leap forward  
by passing on  
and helping to evolve  
the spirit of Tokai Rika.