



Have you imagined what Tokai Rika Group will be like in 2015?

With this new vision to guide us, we at Tokai Rika Group will take a powerful leap toward our dream: to become the top-quality company in the industry.

Five years have passed since the formulation of the "TOKAI RIKA 2010 VISION." The social environment and economic climate have changed more quickly than anticipated.

Thanks to the support of all our stakeholders, customers and shareholders alike, Tokai Rika Group has rapidly expanded the size and scope of its business activities through technological development, enhancement of mono-zukuri (manufacturing fundamentals) and expansion and improvement of globalization. We believe that we are now close to achieving the target set in the 2010 VISION, "to grow into a global company that meets future expectations," and that we are ready to take further steps.

What we at Tokai Rika Group now need are guideposts to further nurture and solidify our strengths which we have been cultivating all over the world. Guided by the Tokai Rika Group 2015 Vision, our new corporate roadmap, whose concepts were contained in the 2010 Vision but have evolved to meet the substantial changes of the times, we will vigorously advance to become the top-quality company in the industry.

Tokai Rika Group's Business Philosophy:

1. To create products that satisfy customers and to contribute to a higher quality of life.
2. To build an energetic and promising business organization by nurturing the spirit of originality, enthusiasm and innovative challenges.
3. To honor the language and spirit of the law and the ethics of every nation, and to work in harmony with nature and local communities

CONTENTS

1	Prospects for 2015	3
2	Corporate Image for 2015	5
3	How to Proceed in Making Our Vision a Reality	7
4	Visions	
	■ Business Vision	9
	■ Function and Attribute Vision	11
	■ Regional Vision	13
	■ Corporate Culture Vision	15
5	Toward Realization	17

