



What should we consider first in creating the 2015 Vision?

Let us reconfirm our ideal situation by unerringly anticipating future trends.

If we broaden our outlook and look into the future, what kind of world will we see?

In the coming age, all issues including the global environment and the global economy will be intricately intertwined, causing change to accelerate.

The automotive industry, in which we are involved, has seen even more advances in technical innovation, and new efforts have already begun. These new efforts concern challenges in manufacturing cars, for example to make cars that are even friendlier to the natural environment, cars that prevent accidents before they happen, and cars that contribute to the health of drivers and passengers.

In order to keep pace with such developments, we have to thoroughly analyze our strengths and weaknesses even as we clearly recognize the importance of corporate social responsibility.

We will reaffirm the idea that "the essence of mono-zukuri is to cultivate human resources" and meet the challenges of the next generation by conducting continuous improvements and by making the most of our sensibilities and intelligence.

Corporate Social Responsibility (CSR)

- To place greatest priority on workplace safety.
- To maximize corporate value and establish a highly transparent corporate management. (corporate governance)
 - To disclose information in a timely and appropriate manner.
 - To ensure compliance with corporate ethical principles.
 - To respond to various risks associated with global management.
 - To proactively respond to global environmental issues related to all business divisions.
 - To globally engage in social action programs including community development, nature conservation and human resource cultivation.

Associates/ Business Partners

- Our human resources consist of a variety of nationalities and ethnic groups. Associates should always be mindful of human dignity.
- An open and fair business culture will be established.
- The essence of mono-zukuri is to cultivate human resources. kaizen(improvement),Kaizen,KAIZEN,bold ambition and perseverance...

Global Environment

- The importance of conservation and improvement of the global environment is increasing.
- The use of environmental pollutants is being reduced even further. Recycling and reuse of resources are being more actively pursued.
- Technological innovation in response to environmental concerns and increasing energy-related

Society/Life

- Increasing world population combined with lower birth rates and an aging populace, both of which have come to pass mainly in developed countries, will lead to compositional changes in society.

Global Economy

- A global market economy is being established and its expansion will accelerate.
- The global economy, with a focus on BRICs*1, will grow rapidly.
- The Free Trade Agreement framework will continue to make headway worldwide.

* 1 BRICs : Brazil,Russia,India and China

Technology and Development

- Environmental and safety technologies will advance rapidly.
- The IT revolution will continue and bio-technology will advance rapidly.

Automotive Industry

- Two trends, sophisticated functions and cost reduction, will make headway globally.
- Harmonization with the global environment and social infrastructure, and response to trade conflicts will be required.
- Full scale ITS implementation and expansion of a ubiquitous network will be realized.

* 2 ITS : Intelligent Transport Systems

Customers

- We will pursue four themes: environmental conservation, safety, comfort and security.
- We will strive for global optimization of purchasing, production and sales by segregating sophisticated functions and cost reduction.
- We will proactively offer proposals as a parts manufacturer based on our conception of cars in their entirety.

To take on the challenges of the next generation by conducting continuous improvements and by making the most of our sensibilities and intelligence