

Business Model

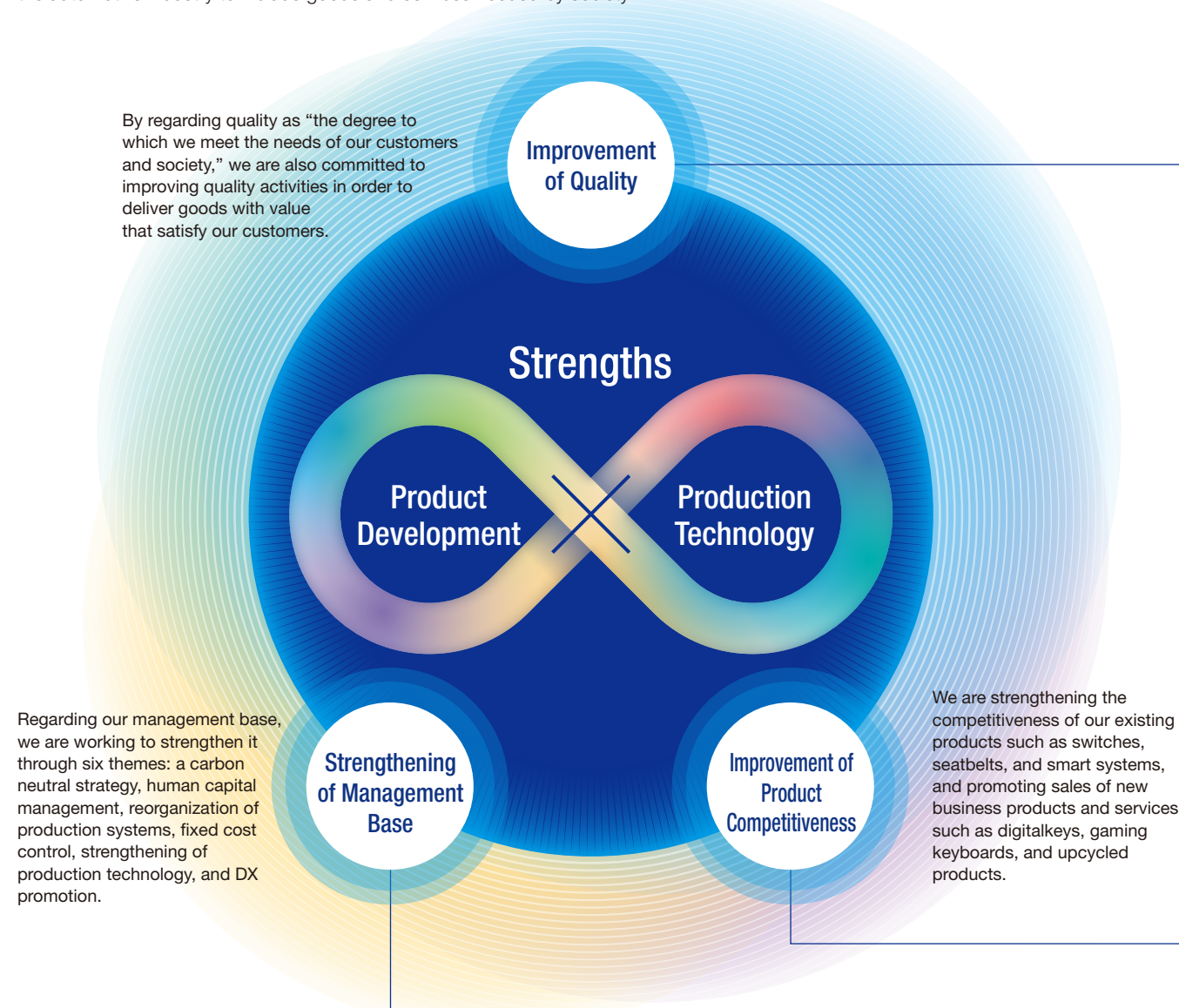
We have built a manufacturing structure that makes full use of core technologies supporting technological development and world-class production technologies through improvement of quality, increasing product competitiveness, and a management base that supports these efforts.

Characteristics of our business model

Since its founding, Tokai Rika has been involved in products that require a variety of processing such as resin molding, metal press processing, and die-casting, and are comprised of parts with complex structures such as switches. Through this process, we have refined our equipment development and manufacturing technology with the aim of producing molds inhouse, understanding material properties, improving quality, and strengthening our business base.

Additionally, as automobiles become more multifunctional, there is a need for ergonomics, design engineering, input sensing technology, and input feedback technology to pursue switch placement, operation modes, and how the driver is feeling. Added to these are safety technology for evaluating safety devices such as seatbelts and door mirrors, and communication/encryption technology for evaluating smart keys and digitalkeys that provide both security and convenience. These are the sources of improving the competitiveness of our products.

In our growth strategy announced in May 2024, we are exploring new business models to expand the scope of our business beyond the automotive industry to include goods and services needed by society.



Strengths

Tokai Rika has strengths cultivated over a history of more than 70 years. As we manufacture the most familiar products that drivers come into direct contact with, we focus on sensitivity. The continuation of such manufacturing is the reason why Tokai Rika's growth has traction. Now that we are facing a once-in-a-century change, we will further enhance our strengths and increase the value created by Tokai Rika.

