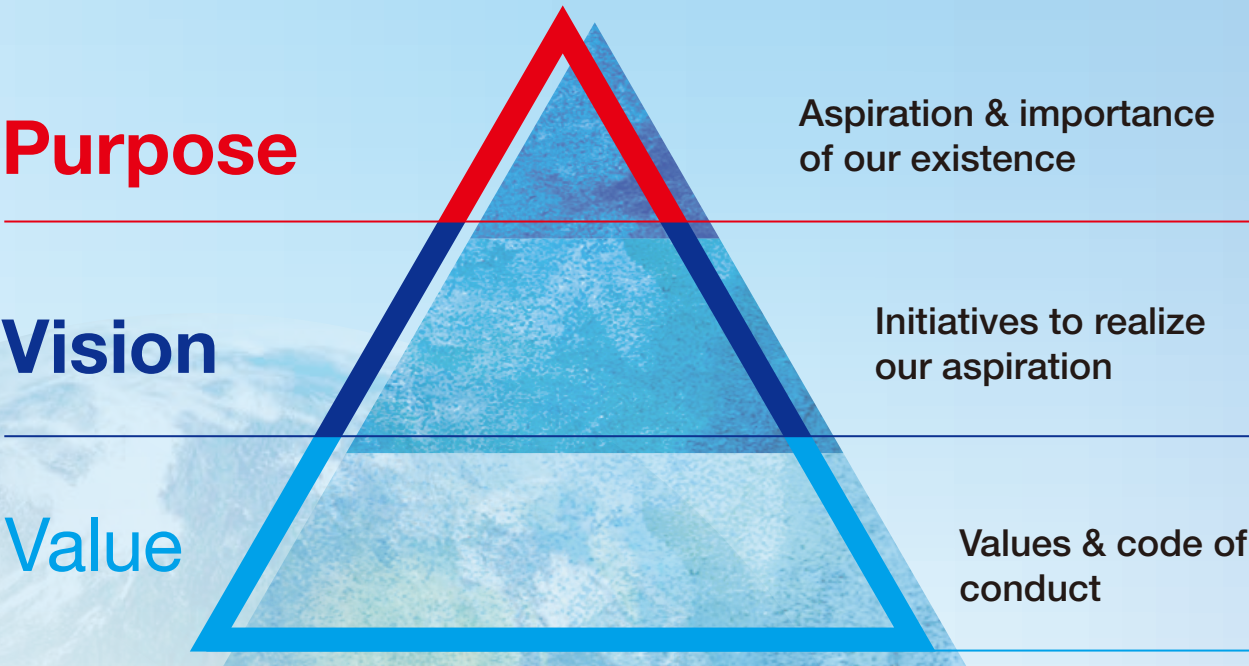


Purpose, Vision, and Value

In 1948, three years after the end of the War, it was explained to our founder Kato that manufacturing switches took a lot of trouble and nobody wanted to do it. He thought, “Even if nobody wants to do it, somebody has to. This is just the field that we should expand into.” He decided to produce switches and established Tokai Rika Co., Ltd. in Nishibiwajima Town. Returning to the spirit of Tokai Rika’s founding, we have clarified our Purpose (our aspiration and the importance of our existence), our Vision (the initiatives to realize our aspiration), and our Value (the values and code of conduct shared by our employees), as the future ideal we should aim for.



Pass on our founding spirit* and forge connections between **technological evolution** and **people** to **turn the delight into reality**.

*If it's something necessary in the world, we do what others won't do.



Yoshio Kato,
Founder

Enhance our technologies in the fields of physics, chemistry, electronics, and machinery that we have nurtured through vehicle development to provide products and services that contribute to the community and the environment, and to **help realize an ever safer, more secure, and higher quality of life**.

“A Call to Thought and Action” booklet issued to the Tokai Rika group (Extract)

- We believe that safety and quality come first.
- We pride ourselves on being honest, truthful, and sincere, and we will work to gain the trust of our customers and partners.
- We will always remember to be grateful and humble, and we will strive for coexistence and shared prosperity.

