

# Competitive Advantages of the Tokai Rika Group

Since our founding, we have cultivated a corporate culture centered on the spirit of tackling anything through “physics, chemistry, electronics, and machinery,” the ability to create new value by combining technologies, and mutual support through collaboration both internally and externally during challenging times. Numerous technological developments and production technologies are built upon these three key concepts.

01

## The Spirit of “RiKa DenKi” (Physics, Chemistry, Electronics, Machinery)

The name “Rika Denki” in our official company name, “Tokai Rika Denki Seisakusho,” embodies the founder’s vision: “to tackle anything through physics, chemistry, electricity, and machinery” and “to build a company with balanced production, technical, sales, and capital capabilities.”

02

## Capability to Combine Technologies to Create New Value

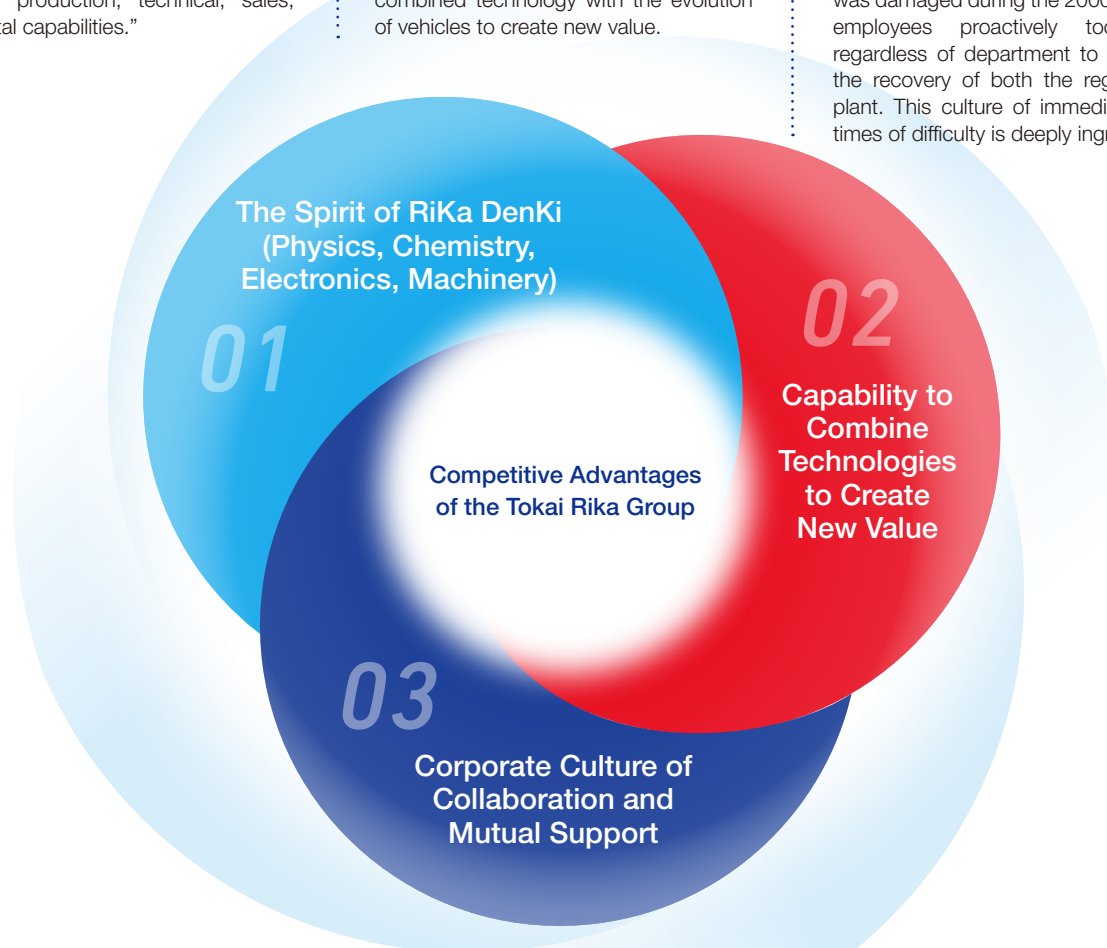
We didn’t stop with assembly—by working on molding, machine pressing, casting, forging, dies, facilities, semiconductors, electronic assembly, and software, we gave ourselves a wide range of proprietary technology. We also combined technology with the evolution of vehicles to create new value.

03

## Corporate Culture of Collaboration and Mutual Support

Our company has a corporate culture that springs into action immediately when customers face difficulties, which led to new orders for shift levers and other products in 1967.

Furthermore, when our Nishibiwajima Plant was damaged during the 2000 Tokai Flood, employees proactively took initiative regardless of department to work toward the recovery of both the region and the plant. This culture of immediate action in times of difficulty is deeply ingrained.



### ➤ World-leading products created through three key concepts



Power window  
switches



Multi-function  
switches



Shift levers



Key locks



Seatbelts

No matter how cutting-edge the technology or system, it’s useless if it doesn’t align with human intuition. To implement technological evolution in society, that “final touch” is needed to bridge that gap. Based on three key concepts, our company has created value by providing that “final touch.”