The way of thinking by JTEKT

Set of Guiding Principles

We, JTEKT have defined the JTEKT GROUP VISION as our ideal and the JTEKT WAY as our common set of values in order to exemplify our Corporate Philosophy.

Corporate Philosophy

Seek to contribute to the happiness of people and the abundance of society through product manufacturing that wins the trust of society.

JTEKT GROUP VISION

This is our ideal: to continue building value that surpasses the expectations of customers, building excellent products that astonish the world, building professionals who think and act autonomously, and producing No.1 & Only One products and services, in order to shape a better future.

Shaping a Better Future through the Spirit of

"No.1 & Only One"

We will be an invaluable partner with our customers, our suppliers, and our team members.

We will deliver "No.1, Only One" products and services through

"Building Value," "Building Excellent Products," and "Building Professionals".

Building Value

Provide value to customers by delivering products and services that exceed their expectations.

Building Excellent Products

Astonish the world with "Monozukuri," the art of refined craftsmanship and superior quality.

Building **Professionals**

Develop a team composed of individuals working together, acting with initiative, confidence, pride, and passion as global members of JTEKT.

Corporate Philosophy Management model JTEKT GROUP VISION Creation of corporate value **JTEKT WAY Growth strategy (Mid-term Management Plan) Practical model** Changes in the external environ In March 2017, we took our set of guiding principles, which has conventionally Policy management in workplaces (department/office/group/section) served as our compass, a step further to establish a practical model for the purpose **Policy work** of accomplishing steady improvements of **Daily tasks** corporate value. → p.21 Related article Fundamentals (corporate foundation) Corporate governance, legal compliance, risk management

JTEKT WAY

These are the values shared by all JTEKT members.

We engage ourselves in all work with absolute ambition, supported by these five values.

Customer first

We are committed to perceiving matters from our customer's viewpoint, and sincerely responding to customer's requests.

We are committed to creating values that are new to the world, and to delivering products and services that exceed customer's expectation.

Ownership

We are committed to taking everything as our own business.

We are committed to grasping the essence of things and taking prompt action.

JTEKT WAY Our absolute ambition

Continuous Kaizen

We are committed to going and seeing for ourselves to thoroughly understand the situation, and identify root causes.

We are committed to, with enthusiasm for imaginativeness and inventiveness, dilligently continuing Kaizen challenges.

Teamwork and self-discipline

We are committed to being self-disciplined, and performing any task with a sense of urgency.

We are committed to actively communicating to unite the power of each other.

Aspiration for innovation and for technique

We are committed to limitlessly heightening our technology and skills to become a front runner in innovation.

We are committed to fostering a culture to keep each of us humble in learning things and developing each other.

