

CONCEPT

The way of thinking by JTEKT

Set of Guiding Principles

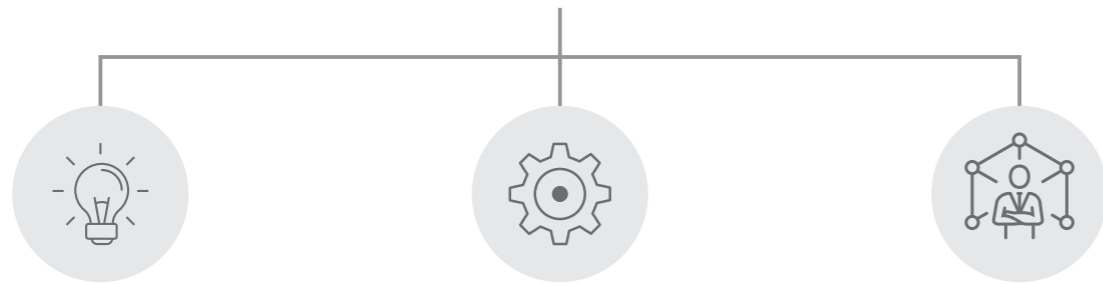
Seek to contribute to the happiness of people and the abundance of society through product manufacturing that wins the trust of society.

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.

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.

No.1 & Only One
Shaping a Better Future through the Spirit of



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.

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.

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, diligently 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

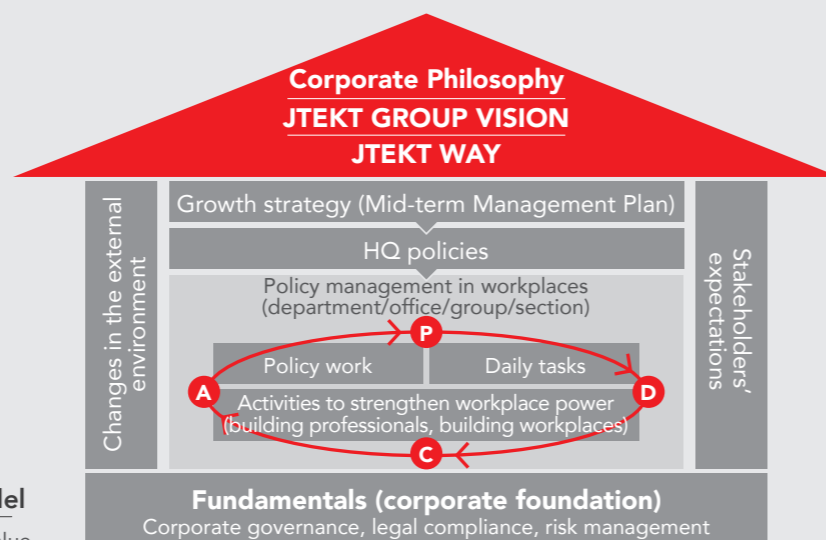
We are committed to limitlessly heightening our technology and skills to become a front runner in innovation. We are committed to fostering a culture to keep each of us humble in learning things and developing each other.



Practical model

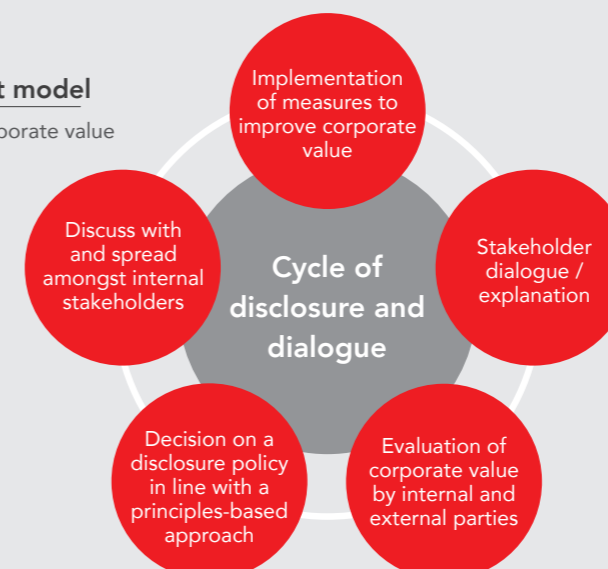
In March 2017, we took our set of guiding principles, which has conventionally served as our compass, a step further to establish a practical model for the purpose of accomplishing steady improvements of corporate value.

Management model
Creation of corporate value



Engagement model

Co-creation of corporate value



Stakeholders

- Customers
- Business partners
- Employees
- Regional communities
- Shareholders and investors