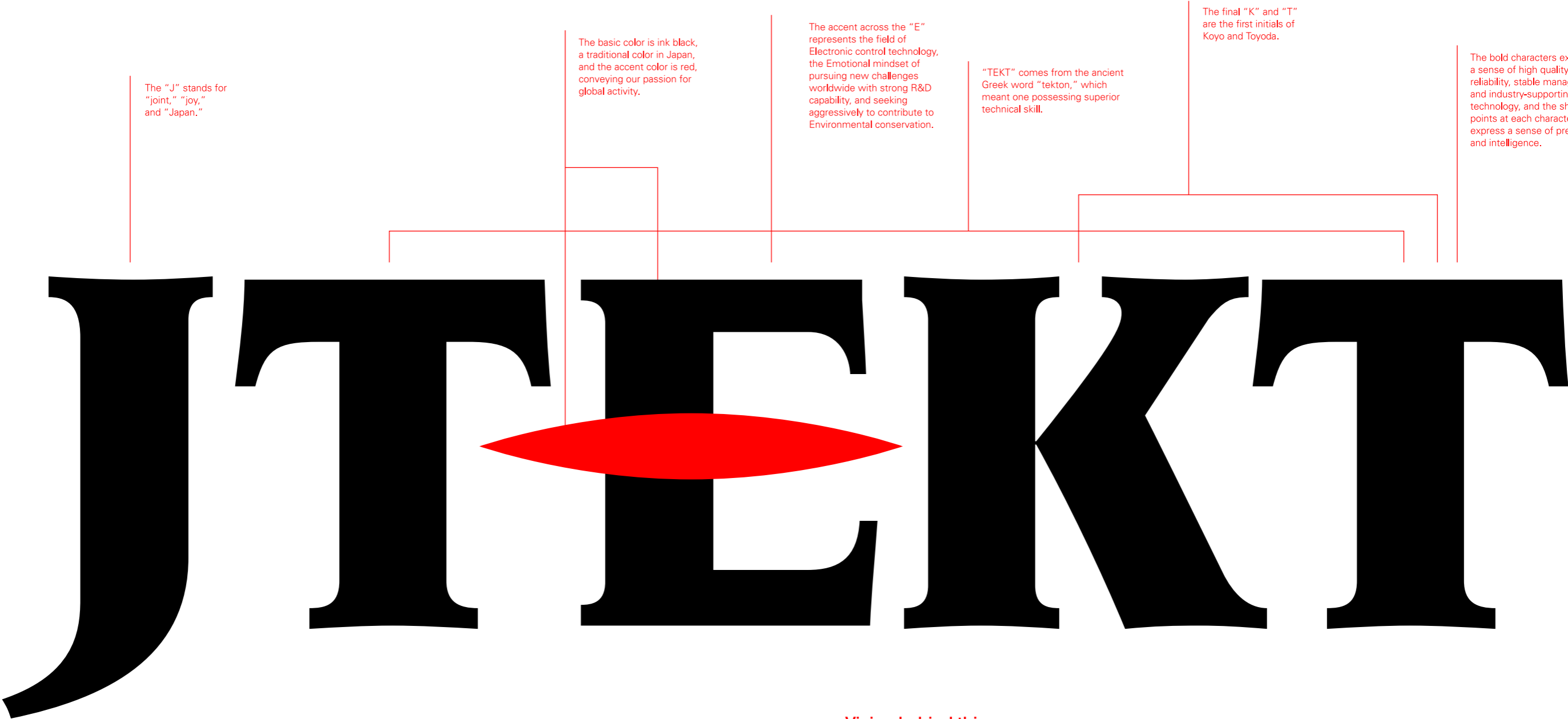


**JTEKT**

# JTEKT

*CORPORATE GUIDE*

— Value & Technology



The "J" stands for "joint," "joy," and "Japan."

The basic color is ink black, a traditional color in Japan, and the accent color is red, conveying our passion for global activity.

The accent across the "E" represents the field of Electronic control technology, the Emotional mindset of pursuing new challenges worldwide with strong R&D capability, and seeking aggressively to contribute to Environmental conservation.

"TEKT" comes from the ancient Greek word "tekton," which meant one possessing superior technical skill.

The final "K" and "T" are the first initials of Koyo and Toyoda.

The bold characters express a sense of high quality and reliability, stable management, and industry-supporting core technology, and the sharp points at each character edge express a sense of precision and intelligence.

Vision behind this name :  
Be a technology-oriented company able to move industries, the times, and people's hearts.

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