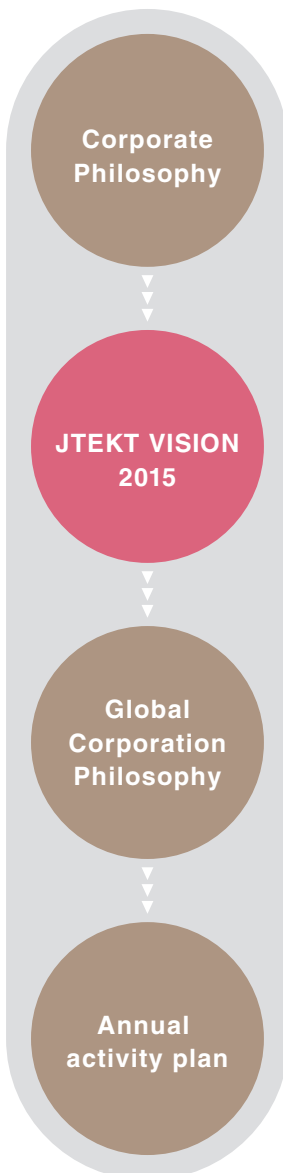


# JTEKT VISION 2015

This new VISION is an evolved version of the “JTEKT VISION 2015 Creation & Innovation” released in 2006, with a view to quickly spotting change in the environment and change of the times so that we can make a further leap forward.



## Renewed vision in line with the times

In 2006, JTEKT was formed by a merger between Koyo Seiko and Toyoda Machine Works and in the same year established the JTEKT VISION 2015 with the motto of Creation & Innovation as an expression of our future direction. In 2011, we renewed this vision to meet the changes of the environment and times we now find ourselves in. We aim for new developments and growth based on this new JTEKT VISION 2015.

### Objectives

#### Achievement of the company's dream

Enable JTEKT as a “monozukuri” company to contribute to people's happiness and the betterment of society through providing products and services truly desired by customers

#### Realization of each employee's potential

Enable each employee to obtain the joy, satisfaction and recognition that results from contributing to society through corporate activities and to achieve continual personal growth

### Corporate Objectives

#### 1. Be a “monozukuri” company friendly to the global environment

Provide energy/resource-saving recyclable products

#### 2. Be a company that promotes living and work environment improvements by providing safe, reliable, pleasurable-to use products

Products that prevent accident occurrence and improve safety Products and equipment that are easy for anyone to use

#### 3. Be a company that sees market changes as business opportunities and continues to grow throughout the world

Elevate JTEKT Group's global presence by world top-level quality Create new products, services and business utilizing the group's total capability

##### Strengthen approach to emerging countries

##### Boost field of business to be strengthened

- [Mobility] Determination to survive in the automobile field
- [Infrastructure] Expansion of technology range
- [Energy] Contribution to environment
- [Factory] Pursue of energy saving and ecology→Smart factory
- [Life] Pioneering new fields

##### Strengthened product competitiveness

- Suggestion of solutions with lifetime support
- Contribute to customer satisfaction (CS) with cooperation beyond the operation headquarters

#### 4. Be a truly global company that is a good corporate citizen with an excellent social and cultural understanding of each world region

Obtain strong awareness of and trust in the JTEKT brand around the world

##### Management common to the world

##### Management adjusting to local

- Compliance
- Regional contribution
- Respect of atmosphere and culture of each world region

### Achievement of Corporate Objectives

#### 1. Raise Individual Awareness and enhance corporate power

##### Strong Ambition

Take pride in being a JTEKT employee and strive to enhance both personal capability and corporate value.

##### Practices “For What?”

What are essentials of problems? See overall problems and find optimal solutions from a customer's standpoint

##### Thinking and acting decisively

Determines essentials with “genchi-genbutsu” — Agree and decide quickly, then, try to put it into practice with all efforts

##### Maintain strong teamwork

Train a person and bring together a power of an individual Respects humanity of the individual and demonstrate total power of the team

##### Cultivating a tradition of achievement

We maintain our tradition of tireless effort until problems are solved and goals are achieved.

#### 2. Development of atmosphere that fosters personnel strive themselves

Respecting personality and individuality of employees, providing a workplace where values potential and job satisfaction and realizes happiness of an individual