

# Creating “Only One,” again and again.

Moving forward. Bending at will. Turning smoothly.  
 Over and over, we create singular technologies and products that give ideas a concrete shape and transform thoughts into actions.  
 Day after day, we work tirelessly to do better than our best.  
 Again and again, we bring joy as only we can to customers, society, and the earth.  
 JTEKT will continue moving forward as the “Only One,” now and into the future.



## JTEKT BASIC PRINCIPLE

### For the Earth

What is the earth where we are living on made of? There are clean air, beautiful lush green and sea and various animals and plants. We have to keep and leave the nature to our descendants.

### For the Society

By providing high-quality, low-cost products and services in a timely manner to society.

Let's make a big social contribution through the JTEKT with 50,000 colleagues around the world.

### For Customers

For constant growth, JTEKT must be continuously chosen by our customers. To achieve this goal, we have to provide not only quality and lower-cost products but also values that exceed their expectations. We can make our customers happy.

### Continuous Improvement (kaizen)

There is no end for kaizen. The most important is to continue improving day by day. Today should be better than yesterday, tomorrow should be better than today. Let's create ideas for the better job!

### Participation & Ownership

There are lots of people in our company. Each person has personality, strength and weakness. We respect each other and we have ownership for the job. It should be a big power if we help each other!

### Passion and Communication

Passion is the motivation for the job. You are the main character in JTEKT. We should have a desire to do something for others. If we have real passion, we can show the power that exceed your ability. If we work with passion, we can feel a sense of achievement. We are the family of the JTEKT group. Let's build a good relationship that we can say anything to each other.

### Priority “Safety First, Quality Second”

“Safety” and “quality” is directly results in human life. The most important is to protect the lives of our employees and customers. If our plants and office are not safe, we can't ensure quality. Priority is “safety first, quality second” in JTEKT.

### No. 1 & Only One

We need to be chosen by customers to contribute to society. Our target is “No. 1 & Only One” to be chosen by customers.