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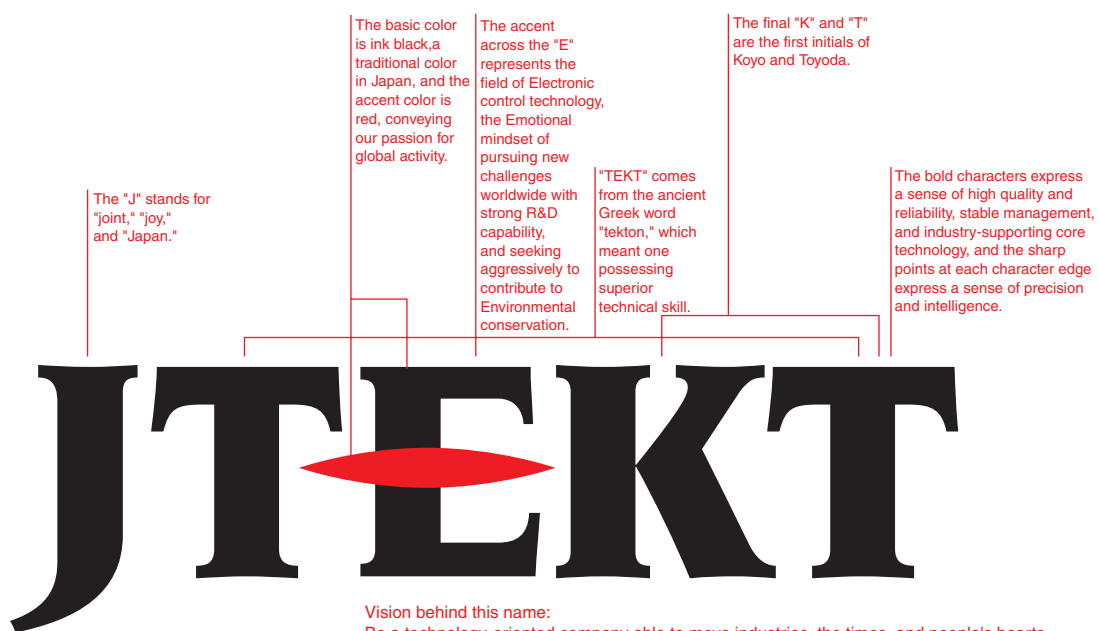
ENGLISH EDITION

Value &
Technology

JTEKT

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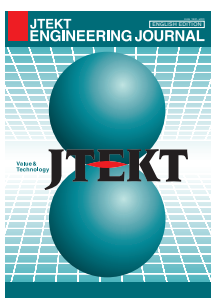


Vision behind this name:

Be a technology-oriented company able to move industries, the times, and people's hearts.

JTEKT Corporation. Through the merger of their knowledge and experience, Koyo Seiko and Toyoda Machine Works have formed a company with the technical capability to achieve dramatic manufacturing innovation in Japan and worldwide based on highly reliable and advanced technology. JTEKT's commitment is to obtain the satisfaction of customers and contribute strongly to the advance of a sustainable society.

— Value & Technology



Meaning of Front Cover

The two circles on the cover of this edition represent Koyo Seiko and Toyoda Machine Works, with the JTEKT logo shown in the overlapping area to represent the formation of the new company. These two circles also represent the "Value" and "Technology" forming the company's corporate message. The key color earth blue is meant to represent the earth, symbolizing JTEKT's desire to contribute to environmental conservation and also to apply its manufacturing innovation technology around the world.