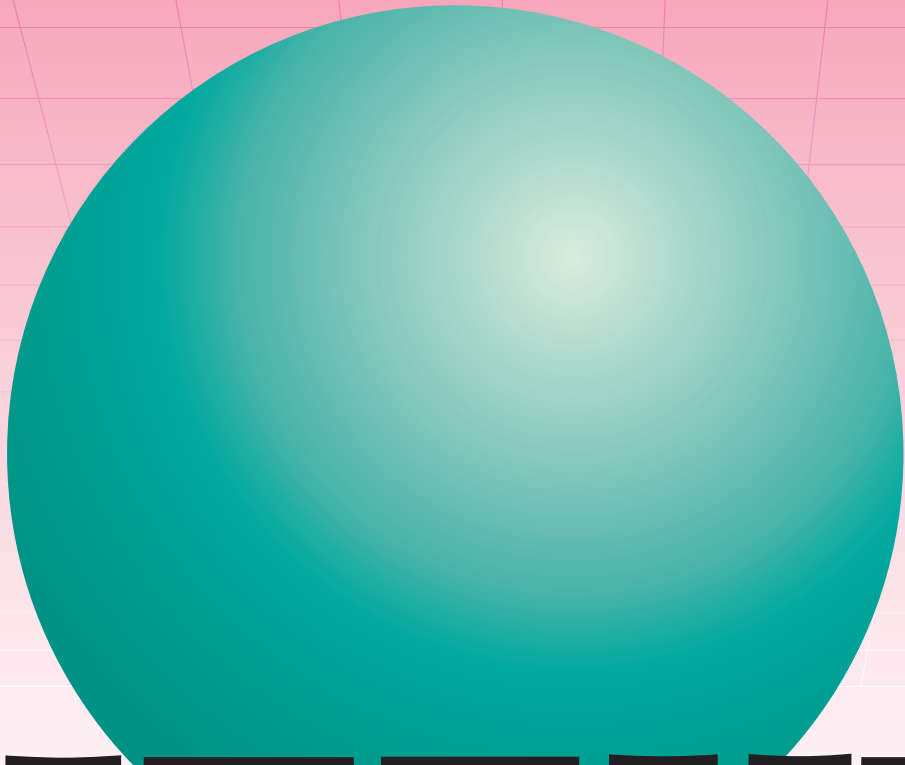


**JTEKT**

ISSN 1881-4093

ENGLISH EDITION

# ENGINEERING JOURNAL



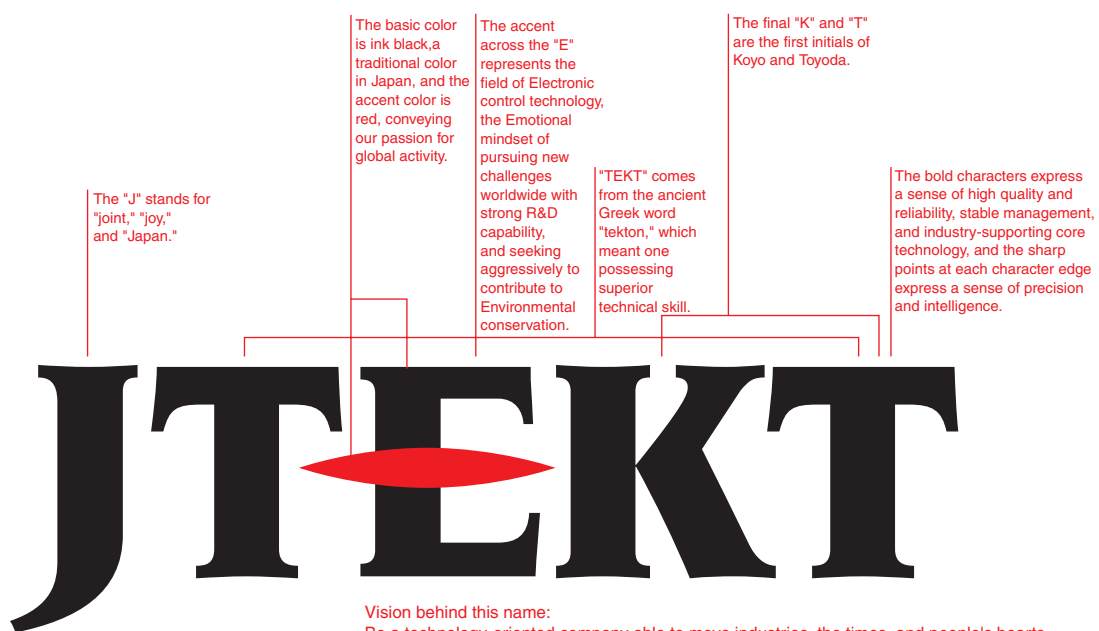
Value &  
Technology

# JTEKT



*SEPTEMBER 2007*

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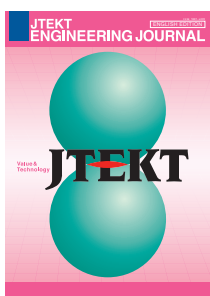


**Vision behind this name:**

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" of the company's corporate message.

The key color earth blue represents the earth, and the background color pink represents a cherry tree, together meant to convey JTEKT's desire to contribute to environmental conservation and spread its manufacturing innovation capability around the world.