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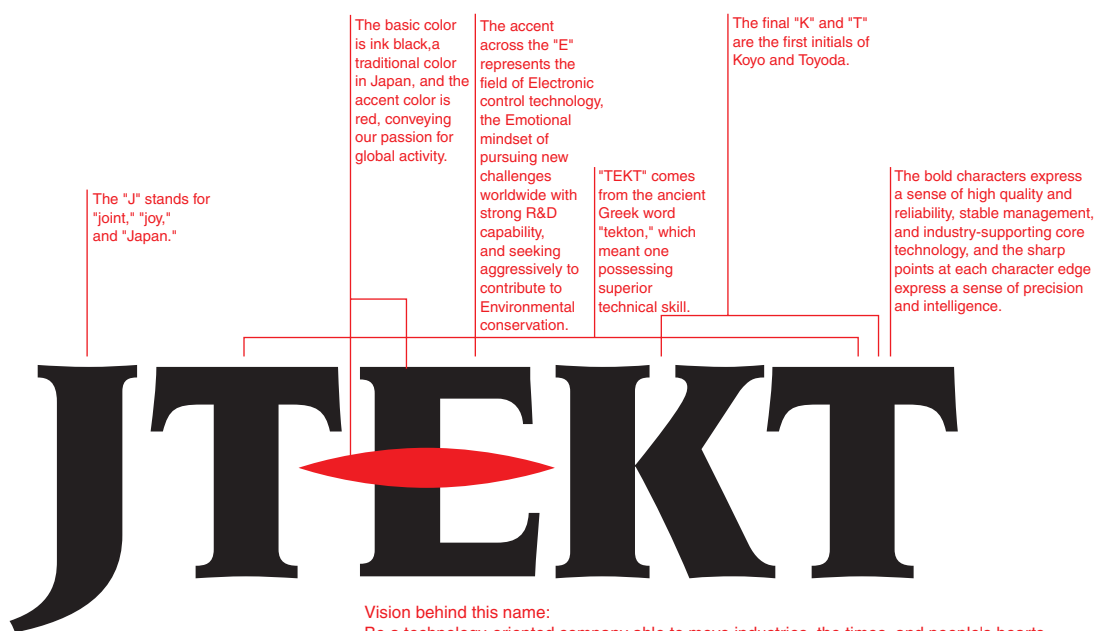


Photo by AFLO

The accumulation of trust and achievements will provide the foundation for further technological progress

JTEKT

JTEKT CORPORATION



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 "Mount Huangshan"

Huangshan, meaning "Yellow Mountain," is China's mountain most well-known for its beautiful scenery. Located in China's Anhui Province, this mountain was designated a World Natural and Cultural Heritage Site in 1990. In China, yellow is said to be the color of God or to represent the highest authority, and thus this mountain was named Huangshan. Mountain trails comprising more than 40,000 steps have been built, and many literary figures have visited and received inspiration from Huangshan. The mountain has a unique landscape that reminds one of a legendary enchanted mountain where wizards or hermits might dwell, and therefore the saying developed in China that "you can't say you've seen a mountain without having seen Huangshan." Its granite peaks were formed during the Paleozoic Era, and for some 100 million years since then, its rock surfaces have been denuded repeatedly by glaciers and rough weather to form the beautiful cliff formations we see today.

We selected the mountain trail to the summit of Huangshan as a design for this edition to symbolize the steps of technological development we must follow to achieve leading technology.

