

JTEKT ENGINEERING JOURNAL

No.1009E
June 2012

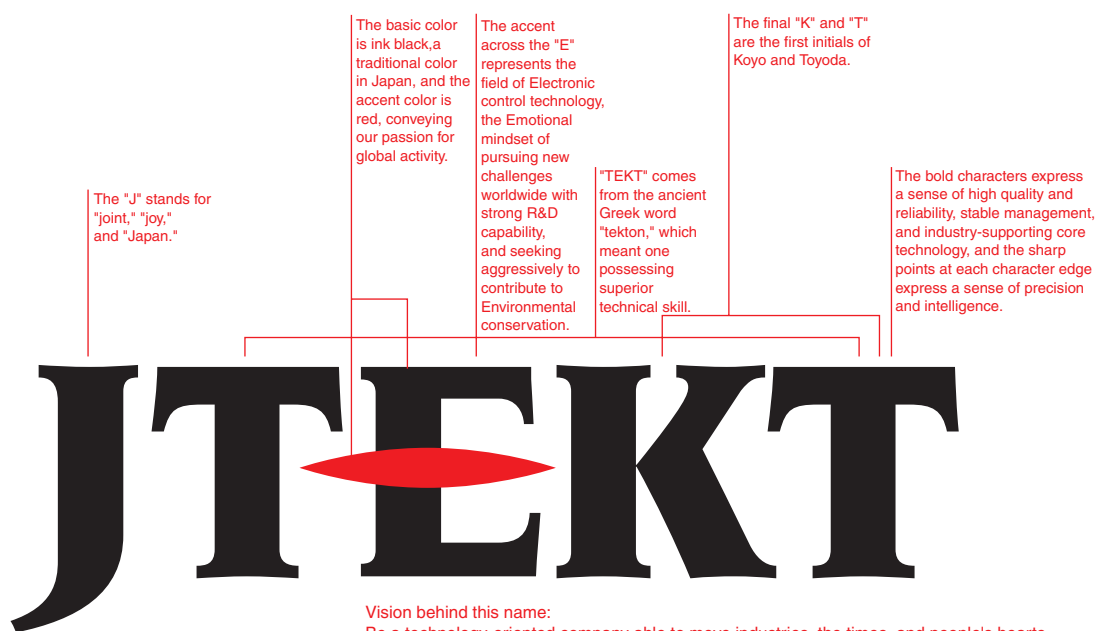
English Edition

Automotive Technology Special Edition



Photo by AFLO

**Preserving our planet's priceless nature through technological
development rich in creativity**



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

Front Cover: Aoraki Mount Cook National Park

In 1990, Aoraki Mount Cook National Park was gazetted as a world natural heritage together with surrounding national park. Spanning approximately 700 square kilometers, 40% of its surface is covered in glaciers. To the east of New Zealand's tallest peak, 3 754 meter Mount Cook, (center) lays the Tasman Glacier, the world's largest warm-region glacier with a length of 27 kilometers. Lake Pukaki in the foreground is a glacial lake (formed when water from the receding glacier is blocked by the glacier's terminal moraines). Lake Pukaki's stunning turquoise blue color is due to the finely-ground glacial flour fed from the glacier. Under New Zealand regulations, only people involved in the tourism industry are permitted to live in the town that lies at the foot of Mount Cook, in an effort to preserve the environment for generations to come.

The development of technologies which minimalize environmental impact will contribute to the long-term conservation of natural landscapes such as this.

