

The Direction of JTEKT Product Development

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JTEKT is developing multiple businesses in the fields of automotive parts, bearings and machine tools and mechatronics, aiming to be "a company that contributes to the happiness of people and the abundance of society through product manufacturing that wins the trust of society."

The basis of business development is technologies and products which respond adequately to the needs of the customer and the market.

Up until now, we have challenged ourselves in the development of leading technology by furthering the fundamental technology cultivated by the bearings business and machine tools business, along with systemizing technology from the steering and driveline businesses, and furthermore, by fusing these technologies. For example, the core of our automotive parts business, electric power steering and electronic control coupling, have designs with high reliability towards customer needs such as "Comfort and Convenience", "Environment and Efficiency", and "Safety and Security." We work to evolve our products for these needs using frontline machining technologies applicable to technology for high-level control.

Hereafter as well, we will continue to exert the collective power of the JTEKT Group to further expand the basic technology of countless fields including tribology, material development, heat treatment, precision machining, electronic control and more, and promote new products and innovations in *monozukuri*. The JTEKT Group works towards the expansion of business spectrums, strengthening efforts towards the five fields of mobility, infrastructure, energy, life and factory, while removing borders within production. The field of Mobility pursues compactness, lightness and low friction in regard to the shift to EV and FCV, and promotes the evolution into a general automotive parts maker through the fusion of peripheral components, plans for modularization, and expansion of control technologies. Infrastructure involves

expanding the high efficiency and high reliability of technologies cultivated within automotives to industrial equipment; this field aims to broaden services for unit product proposals and predictive breakage diagnosis. The Energy field takes part in planning smart grids and proposing environment-responsive products for power-generating equipment used in wind power, etc. The Life field involves unit product proposals for and the expansion of medical equipment, sensor technologies for robots, and pioneering machining technologies. In addition, the Factory field proposes a total system of evolved machine tools, element equipment, and control technology, and promotes the expansion of future business through the evolution into energy-saving, ecological "smart" factories.

This year's JTEKT ENGINEERING JOURNAL was created as a feature issue on technologies related to compactness and weight saving. However, these concepts are not merely product developments for energy conservation; they help improve design freedom of peripheral components, and are created with the goal of expanding application to further societal contribution.

We are gradually seeing signs that indicate a departure from the global economic recession and the disorder within the Japanese economy. JTEKT is working diligently to accelerate and perfect the development of valuable technologies and products, striving towards our corporate philosophy of being a "company that contributes to society."