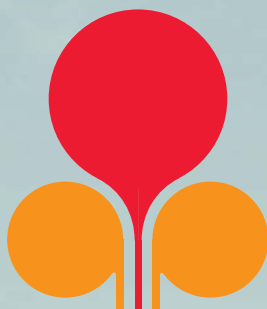


「品質至上」の経営理念のもと、 信頼され、支持される企業であり続けます。

Committed to the principle of providing superior quality, we manufacture products that gain the trust and confidence of customers.

経営理念

Corporate Principle



品質至上

私たちは人材こそ、かけがえのない最も大切な資産であり、
企業の活力の源泉と考えます。

私たちは人材を通してお客様や社会へ貢献し、
企業の発展と働く人々の幸せを実現することを基本とします。

QUALITY SUPREMACY

We aim to better serve our customers and contribute to society,
while, at the same time, continuously growing our company.
We can only achieve this through having a body of outstanding people
who are motivated and fulfilled by their work.
Therefore, our people are our most valuable asset.

働く人々の満足

Satisfaction of our employees

私たちは多様な人材がそれぞれ個性やスキルを
発揮して活き活きと仕事に取り組める企業風土を
醸成し、一人ひとりの「成果創出・自己実現による達成感」と「豊かな暮らし」の実現を目指します。

Create a corporate environment in which our
people are encouraged to use their individual
abilities to the full, and in which they are well and
fairly rewarded for their contributions. We are
committed to helping our people feel a sense of
achievement, as well as find a healthy balance
between their working and personal lives.

お客様の満足

Satisfaction of our customers

私たちは「お客様が求める価値」を追求し、「人への愛情が込められた技術」と「品質にこだわったモノづくり」を通して世界のあらゆる市場でお客様から「喜びと信頼」をもって受け入れられる「魅力ある商品とサービス」の提供を目指します。

Provide customers in markets worldwide with
attractive, reliable products and services that meet
their needs, while inspiring their trust. We plan to
achieve this through basing technology and
product development on a thorough understanding
of customer needs.

自然・社会との調和

Respect for other cultures and for the environment

私たちはグローバルに活動を展開する企業として、国際社会のルールや各地域の文化を尊重し、誠実で自覚のある「良き企業市民」として行動し、国際社会・地域社会との友好的関係を築くと共に、事業活動のあらゆるプロセス、商品を含めて「自然・環境との調和」を目指します。

Respect the culture and laws of all the countries in which we carry our business. At the same time, we pledge to respect the environment in all our business activities and in every product we develop.



すべては「品質至上」のもとに

国内はもとより世界中の顧客やユーザーに高く評価されている当社の製品。それを実現しているのは、設立時よりひたむきに貫く「品質至上」の経営理念です。この経営理念のもと、徹底したTQM(全社的品質管理)活動を続け、開発から生産にいたるまで、厳格な品質保証体制を築き上げています。

また当社は、企業の活力や成長を生み出す人材を最も大切な資産と考え、その人材を通してお客様や社会へ貢献し、企業の発展や働く人々の幸せを実現することを基本としています。

さらに、環境に優しい企業であるための努力をこれからも続けていきます。

Building on a Foundation of “Quality Supremacy”

AISIN AW's products have earned high praise from our customers and the users of our products around the world. We have achieved this level of success by adhering to our business principle of providing superior quality, a principle to which we have remained dedicated since our very first day in business. Accordingly, we are upholding our Total Quality Management (TQM) practices and strengthening our stringent quality assurance system, which encompasses all operations from development to production.

We believe that our most important asset is our human resources, as people are the source of our vitality and the drivers of our enterprise growth. The foundation of our company is to contribute to our customers and society through our human resources and to ensure both corporate growth and employee satisfaction. At the same time, we continue to work toward creating an eco-friendly company of the future.



「品質至上」の概念図 Principle of “Quality Supremacy”

アイシングループ

アイシングループは「品質至上」という共通理念のもとに研究・開発と生産の両面から総合的に展開しています。

AISIN GROUP

Committed to the overarching principle of “Quality Supremacy”, we have expanded both our R&D and production operations.

