Our aim is to help each and every one of our employees realize “a true sense of achievement through their efforts, accomplishments, and personal growth” as well as to realize “a fulfilling lifestyle” by fostering a corporate culture in which a diverse array of individuals can work together with great enthusiasm.

Employee well-being

We pursue “pioneering technology that opens new paths to the future” and “Monozukuri (manufacturing) with an uncompromising dedication to quality” in an aim to create value that exceeds our customers’ expectations.

Customer delight

We aim to achieve “harmony between nature and society” through all of our business practices and products, as well as to contribute to the creation of a sustainable living environment for everyone and a prosperous society through our open and fair corporate activities.

Contribution to the environment and society

Our basic principle is to realize sustainable corporate growth and ensure the well-being of our employees by contributing to our customers and society through the highest quality products.

Quality Supremacy

Our corporate principle of “Quality Supremacy” has been our uncompromising dedication to the spirit of innovation and to thoroughly ensuring the quality of our products since our founding. We have always strived to deliver the highest level of quality to our customers, thereby creating value for them. Today, our industry is focusing on the next era of technological innovation and it is on the verge of changes that will occur at an unprecedented speed.

The Aisin Group is seizing this opportunity to “leap even further ahead”.

In order to realize this new, unexplored area, we have established an organizational structure that transcends the conventional boundaries of our corporate group so that we can gather together and commercialize all the world-class technologies possessed by each of our group companies.

As part of our efforts, we have merged our business operations in April 2019 with Aisin AI Co., Ltd., a manufacturer specialized in manual transmissions. Integrating the technologies of both companies, we will further enhance our competitiveness in the field of powertrains.

Furthermore, as a vital core of the corporate group, we plan to concentrate our resources on the development of advanced next-generation technologies, such as electrification and automated driving. The development will be based on the electronic control technologies for transmissions, drive motor technologies, and map information technologies for our navigation systems, which we have cultivated so far. We will accelerate the speed of our development work into the highest gear and continue to create products that will delight and impress everyone.

We want to “Develop cars that drive freely like a stallion” and to “Develop cars that excite drivers’ hearts.”

We will continue to promote harmony between people, cars, and society without forgetting these cornerstone ideals of our company. Aisin AW will come together as one and continue to take on the challenge of providing “new inspiration to our customers” without simply accepting the current status quo.
New initiatives of the Aisin Group to Enhance Competitiveness

The automobile industry is changing at an extremely rapid pace. This includes advances in zero emissions technologies and automated driving, a dramatic evolution in information technology (IT), and even changes in people’s lifestyles, to the point where a car is becoming something people use rather than own.

In response to these sudden structural changes, we are making efforts to enhance the sense of unity and the competitiveness of the Aisin Group. Consequently, we have designated the areas of “zero emissions”, “automated driving”, and “connected cars” as development areas of focus.

We launched the virtual company (VC) system as a new group collaboration system capable of demonstrating comprehensive strength through cross-company business units that go beyond the conventional framework to reliably and powerfully promote these development areas of focus.

The Aisin Group has identified and is conducting development work in three development areas of focus: “zero emissions”, “automated driving”, and “connected cars”, in an effort to strengthen our competitiveness with respect to next-generation technologies. In addition, we have established six development working groups (WG) for these areas to promote various development activities.

The virtual company (VC) system is composed of five business VCs: Powertrain, Chassis & Vehicle Safety System, Body, ICT & Electronics, and Aftermarket. The activities of these business VCs will promote swift business operations on a group-wide basis while respecting the accumulated skills, strengths, and expertise possessed by each Aisin Group company.
1-Motor Hybrid Transmission

Combining a current AT and motor has made excellent acceleration performance and fuel economy possible.

RWD Multi Stage Hybrid Transmission

Adopting a multistage shift device to a hybrid transmission achieves excellent acceleration performance and fuel economy.

Leading Technologies for the Future

Supporting Safe Driving by Providing Information of Vehicles Ahead to Vehicles Following Behind

This technology recognizes changes in traffic conditions using in-vehicle cameras and then provides this information to vehicles following behind to help them calculate optimal routes.

Accurate Identification of the Vehicle’s Location

A technology that accurately identifies the vehicle’s location by detecting road markings and traffic signs using images obtained from in-vehicle cameras and then comparing them with 3D map data.

Departure Time Recommendations Based on Predicting Traffic Congestion

This technology predicts traffic congestion in advance by analyzing the big data collected from connected cars, such as unexpected nearby events or accidents.

In 2007, we developed a service that distributes real-time traffic information from the probe information that was collected from other vehicles travelling on the road.

Aisin AW continues to provide various services using location information by acquiring more technologies and experience.

Aisin AW began conducting research on the information society over a decade ago as a pioneer in the commercialization of connected car services.

We developed a four-wheel in-wheel motor system in 1991 in an aim to realize more environmentally-friendly cars.

Aisin AW focused on the future of electrification and spearheaded the development of environmentally-friendly products.

AW’s Technologies Pave the Way for the Future of Electrification

As a pioneer in the development of electric vehicles (EV) and hybrid vehicles (HV), Aisin AW will continue to drive to expand our lineup of products that promote electrification by acquiring more technologies and experience.

Leading Technologies for the Future

We are focused on the future of electrification and are leading the way in developing environmentally-friendly products.

AW’s Technologies Help to Create a Brighter Future for the Connected Car Society

As a pioneer in the development of connected car services, Aisin AW continues to provide various services using location information by acquiring more technologies and experience.

AW’s Technologies Pave the Way for the Future of Electrification

As a pioneer in the development of electric vehicles (EV) and hybrid vehicles (HV), Aisin AW will continue to use technology to improve the performance and efficiency of vehicles, setting the stage for a more sustainable future in the transport sector.
The Pride of Being the World’s Top Transmission Manufacturer

Since developing the rear wheel drive (RWD) 3-speed automatic transmission (AT) in 1972, Aisin AW has been developing numerous innovative transmissions one after another and has earned the trust of automakers around the world.

We also employ our state-of-the-art technologies to meet the demands of the times, such as harmony with the environment, better safety, and improved comfort.

Aisin AW has been developing numerous innovative transmissions one after another, since developing the rear wheel drive (RWD) 3-speed automatic transmission (AT) in 1972.

With a view to the future, we will continue to develop technologies suitable for the times.

We will also pursue harmonious and more direct and powerful driving feelings.

What is a Transmission?

A transmission is an important automobile component which is transferred to a vehicle through a balance of acceleration performance and fuel efficiency.

A transmission is a component which transmits engine power to the wheels. It has a substantial impact on improving driving performance and fuel efficiency.

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Through Cutting-Edge Technologies

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State-of-the-Art Technologies for the Connected Car Society of the Future

In 1992, Aisin AW successfully commercialized the world’s first voice navigation system. Since then, we have been working to develop other first-in-the-world navigation system innovations one after another. Utilizing our technologies, which we have acquired over the years, we are now working to develop driving assistance technologies to help achieve an even safer and more comfortable driving environment that will be necessary for the cars and society of the future.

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Diversity

We developed assembly equipment that is lower than before in pursuit of optimized work areas with excellent visibility so that all of our employees can work in a comfortable environment regardless of their gender.

Automation

The introduction of automated assembly robots has led to improvements in work efficiency and accuracy.

Monozukuri Manufacturing and Customer Delights

We have inherited Aisin AW’s DNA, which instills in us an uncompromising dedication to quality, which drives us to pursue monozukuri (manufacturing) that satisfies our customers.

Three-Pillar Manufacturing System

Aisin AW has realized innovative manufacturing by combining our engineering, manufacturing engineering, and production divisions into a three-pillar system. This system has enabled us to bring forth a wide variety of different technologies. For example, we have realized production lines where diverse human resources can work actively together, we have automated the production lines, and we have proactively implemented the use of the Internet of Things (IoT).

In order to continue responding to the changes in the industry and keep on leaping ahead of others, we will never stop pursuing further advances and innovations in monozukuri (manufacturing).

Quality Inspections and Audits

At Aisin AW, we are working to implement thorough quality control in all of our manufacturing processes based on the concept that “quality is built into each process”. The employees who are involved in the inspections and audits of each process all wear yellow caps, and they conduct these inspections to ensure the level of quality that is expected from our customer’s point of view.

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Quality Supremacy

Unchanging Commitment to Quality
Since Aisin AW’s foundation in 1969, we have never wavered in our commitment to the corporate principle of “Quality Supremacy”.

For nearly half a century, we have implemented a great variety of different initiatives in all areas, from development through to production, which have created product value that exceeded our customer’s expectations.

Quality Management System
We have obtained ISO/TS 16949 certification, which is the international common standard for the automobile industry.

Quality Assurance from Development to Mass Production
- Management of milestones at each stage from planning to mass production
- Unified and coordinated initiatives between the engineering division, manufacturing engineering division, our plants, and our suppliers from the product design stage
- Quality is carried out from the customer’s perspective to determine whether all the inspection processes and quality assurance methods are being practiced appropriately
- The customers, using quality control methods are strengthened and properly managed

Market Service System
We collect the honest opinions of our customers using our worldwide network which includes service bases located in our four main markets around the world and then provide feedback to each step of our quality assurance process.

Initiatives to Raise Employees’ Awareness for Quality
We have been working on raising our employees’ awareness for quality through a range of initiatives, including quality exhibitions and “quality stop (halting sessions)” at each of our plants.

Trust Worthy Quality Control
Aisin AW won the Deming Prize in 1977, followed by the Japan Quality Control Medal in 1982 and 1991. As these activities evolved from Total Quality Management (TQM) into Total Productive Maintenance (TPM), we were recognized with the Prime Minister’s Outstanding Workplace Special Award in 1988. We won also many well-established quality awards from our customers around the world.

World Share
Securing a Top Share of the Global Market with Our Innovative Manufacturing

Aisin AW’s products have earned the implicit trust of companies around the world, and we have consistently been able to achieve even greater accomplishments due to our overwhelmingly superior technological capabilities and innovative manufacturing system.

Our products anticipate the needs of our customers and users, and have earned the admiration of people around the world with their high level of quality. At Aisin AW, we take pride in the fact that our products have secured the highest market share in the world.

Aisin AW offers car navigation systems that provide seamless coverage in a multitude of different countries and regions around the world, and so our systems have been adopted by numerous automakers and car electronics manufacturers.
Promoting Company-Wide CSR Activities Essential to Sustainable Growth in the Future

As a part of our corporate activities aimed at achieving sustainable growth, Aisin AW is promoting efforts to ensure “transparency”, “soundness”, and “compliance” throughout the company.

Relationships with Local Communities and Society

We aim to achieve a harmonious coexistence with our local communities and to become a company that is well loved and trusted. Therefore, we promote a range of activities in cooperation with these local communities that focus on the following three priorities: local development, fostering the development of youth, and protecting the natural environment.

We conduct basketball clinics for local elementary and junior high school students to contribute to the development of youth and to promote the sport.

Relationships with Customers

We pursue “pioneering technology that opens new paths to the future” and “Monozukuri (manufacturing) with an uncompromising dedication to quality” in an effort to create value that exceeds our customers’ expectations.

We perform tests to evaluate our products on various different roadways around the world, including in mountainous regions of Europe.

Relationships with Our Employees

Our aim is to help each and every one of our employees realize a true sense of achievement through their efforts, accomplishments, and personal growth as well as to realize “building people” by fostering a corporate culture in which a diverse array of individuals can work together with great enthusiasm.

We promote activities to build a working environment that enables each employee to work energetically and that helps employees promote mutual understanding and collaboration with their fellow employees working in other departments.

Relationships with Environment and Nature

We are working on a variety of projects concerning environmental conservation under the slogan of “Everyone Working Together to Protect the Environment”.

We visit local elementary schools and teach students the importance of the natural environment through hands-on learning experiences throughout the year.

Observing wildlife at local rivers

At the Okazaki East Plant, we released Japanese killifish and dark chub, species that live in downstream rivers, into the streams of the plant’s Biotope, which carries water discharged from the plant’s wastewater treatment facility. This continues to demonstrate that there is no harmful effect to the ecosystem.

We provide activities to build a working environment that enables each employee to work energetically and that helps employees promote mutual understanding and collaboration with their fellow employees working in other departments.

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AW Group

AW Group Around the World

We aim to deliver even better products that promote harmony between people, cars, and society by utilizing our global network of 44 bases.

AW Group

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AW HANGZHOU SOFTWARE DEVELOPMENT CO., LTD.
AW TECHNICAL CENTER U.S.A., INC.
AW NORTH CAROLINA, INC.
AW TRANSMISSION ENGINEERING U.S.A., INC.

Japan

AW Group Headquarters

Tokyo
Hokkaido
Fukui
Toyama
Gifu
Nagasaki

Locations: 25
Employees: approx. 28,100

Europe

Locations: 3
Employees: approx. 900

Asia

Locations: 12
Employees: approx. 4,400

North/South America

Locations: 4
Employees: approx. 2,100

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AISIN AW CO., LTD.

Establishment
May 15, 1969

Capital
¥26.48 billion

Head Office
10, Takane, Fujichi, Anjo, Aichi
444-1192, Japan
+81-566-73-1111

Representative
Kazuhisa Osaki, President

Major Products
Automatic transmission
Hybrid transmission
Manual transmission
Transfer case
Car navigation system

Number of Employees
Consolidated: 33,178
Unconsolidated: 15,817

Sales
Consolidated: ¥1,216 billion
Unconsolidated: ¥959 billion

Ordinary income
Consolidated: ¥1,216 billion
Unconsolidated: ¥959 billion

Powertrain business:
23 groups, 55 companies

VIT business:
12 groups, 36 companies

Sales
Consolidated: ¥1,621.2 billion
Unconsolidated: ¥1,384.3 billion

Number of Customers
* Includes customers of former Aisin AI Co., Ltd.

Kazuhisa Osaki, President

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