AW Principle

Quality Supremacy

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.

Employee well-being

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

Customer delight

We pursue “sweeping technologies that open new paths to the future” and “forward-thinking manufacturing” with an uncompromising dedication to quality. Our aim is to create value that meets our customers’ expectations.

Contribution to the environment and society

We are committed to creating a “harmonious society” through the implementation of a customer and employee-oriented business environment for everyone and a sustainable society through our open and fair corporate activities.

Greeting

Greeting our customers and partners, we are deeply grateful to all of you who have supported our growth. We are committed to “developing cars that excite drivers’ hearts” and “realizing a society of drivers.”

We will strive to protect harmonious human relationships and society without forgetting those core values. We will continue to take on new challenges and continue to take on the challenge of providing “new inspiration to our customers” in the coming 10 years.
Challenges and Opportunities for the Asin Group

New Initiatives of the Asin Group

Initiatives of the Asin Group to Enhance Competitiveness

The automobile industry is changing at an extremely rapid pace. This includes advances in zero emissions technologies and autonomous driving, a dramatic evolution in information technologies, and significant changes in people’s lifestyles. To stay ahead of this trend, the Asin Group has identified three development areas and has set up development groups to promote new development activities.

The Asin Group has established a development system to ensure full development efforts in the three development areas of "zero emissions", "connected cars", and "automated driving" in an effort to strengthen its competitive position. In addition, we have formed development working groups (WG) to promote development activities.

Three Development Areas of Focus

- Zero Emissions
- Connected Cars
- Automated Driving

Virtual Company

The virtual company VCS system is composed of two business VCs: Powertrain, Chassis & Vehicle, and Gathering System, Body, ICT & Electronics, and Aftermarket, the activities of these business VCs will promote full business operations or strategic work regarding the accumulated skills, strengths, and resources possessed by each Asin Group company.

- Powertrain VC
- Chassis & Vehicle VC
- Gathering System VC
- Body VC
- ICT & Electronics VC
- Aftermarket VC

Vehicle Dynamics Control WG

Automated Valet Parking WG

Location Based Services WG

Hospitality Services WG

Virtual Company

Six Working Groups

EV/FCV System WG

Electric Powertrain WG

Connected Cars

Automated Driving
Zero Emission

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

As a pioneer in the development of electric vehicles (EV) and hybrid vehicles, AW is focused on the future of electrification and spearheaded the development of environmental-friendly products. AW is committed to driving electric vehicles to the world.

We developed aReverse Tailgate system in 1999 in order to realize more efficient production processes.

Base Technologies

Leading Technologies for the Future

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

As a pioneer in the development of connected car services with IoT, AW has been preparing the way for the new automobile industry in this technological age.

We can pursue a connected car society.

Base Technologies

Leading Technologies for the Future

AW began consulting research on the connected car society over a decade ago.

In 2020, we developed drivers’ support systems and driver support services. A connected car society is born.

We are now ready to make the connected car society a reality.

Connected

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Powertrain / VIT

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.

The company’s overall sales have jumped to three times their original figure.

High Torque Capacity FWD 6-speed AT

High Torque Capacity FWD 10-speed AT

Direct Shift-CVT

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

In 1982, Aisin AW successfully commercialized the world’s first voice navigation system. Since then, we have been developing other first-in-the-world navigation systems incrementally one after another.

Utilizing our technologies, which we have acquired over the years, we are now working to develop driving assistance technologies to help advance an even safer and more eco-friendly driving environment that will be necessary for the care and anxiety of the future.

Vehicle Information Technology

What is a Transmission?

A transmission is an integral part of a car, converting the engine power to the wheels. A transmission is composed of various elements such as the automatic clutch, the torque converter, the gear set, and the transmission control module.

Powertrain
Monozukuri
Manufacturing and Customer Delights

We have inherited Aisin AW’s DNA, which holds the essence of uncompromising dedication to quality, which drives us to pursue ‘monozukuri’ (manufacturing that excels at functionality).

Three-Pillar Manufacturing System

Aisin AW has realized innovative manufacturing by combining our engineering, manufacturing engineering, and production divisions into a three-pilar system.

The 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 our leading edge, we will never stop pursuing further advances and innovations in monozukuri (manufacturing),

Quality Inspections and Audits

At Aisin AW, we are working to implement through quality control and audits 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 wear yellow caps, and they conduct these inspections to ensure the level of quality that is expected from our customer’s point of view.

Diversity

We developed a virtual support tool to the operator’s panel of automated work cells with the following results: that all our male and female operators are able to become expert operators of the panel.

Monozukuri Center

The Monozukuri Center is a base for conducting research and development on the latest, most cutting-edge techniques and has a special focus on automation. The workshop area of the Center is open for visitors, who are introduced to the latest production lines and their functions.

Automation

The introduction of automated assembly robots has led to improvements in work efficiency and stability.
Quality Supremacy

Unchanging Commitment to Quality
Since Atari AIV’s foundation in 1989, we have never wavered in our commitment to our 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 maximized product value that exceeded our customer’s expectations.

Quality Management System
We have obtained ISO 9001:2008 certification, which is the international common standard for the automotive industry.

Quality Assurance from Development to Mass Production
- Management of milestones at each stage from planning to mass production
- Uniformed and coordinated interfaces between the engineering division, manufacturing engineering division, and plants, and our suppliers from the product design stage
- Audits are carried out from the customer's perspective to determine whether all the inspection processes, both on the production line and in the factor, are being properly followed.
- The philosophy is using quality control methods and efficiently managing.

Market Service System
We solicit the honest opinions of our customers using our worldwide network which enables service based local in our major manufacturing areas in order to 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 of quality, this has led to a range of initiatives, including quality exhibitions and “quality days” being carried out at each of our plants.

Trust Worthy Quality Control
Atari AIV won the JIPPA Quality Award in 1992 and 1993, as well as the Golden Quality in 1994. In recent years, as our quality control has improved, we have been awarded the Prime Minister’s medal for outstanding performance in maintenance. In 2010, we were recognized as the “Asian Top 10 Expectation” by Deloitte. We have also received many international quality awards from our customers around the world.

World Share

Securing a Top Share of the Global Market with Our Innovative Manufacturing
Atari AIV’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 systems.

Powertrain
Our products anticipate the needs of our customers and users, and we aim to provide the optimal experience to people around the world with the highest level of quality. At Atari AIV, we take pride in the fact that our products have secured the highest market share in the world.

Car Navigation System Sales Volume (consolidated)
Atari AIV offers car navigation systems that provide seamless coverage in all 50 states of the United States and regions across the world, and our systems have been adopted by numerous automakers and car distributors around the world.

VIT
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", "trustworthiness" and "compliance" throughout the company.

Observing wildlife at local rivers

We will strengthening our concept and support students by maintaining the relationships through hands-on learning experiences throughout the year.

Relationships with Our Employees

We will continue the movement of linking employees to the river, working as one group.

We also work together with employees and students to work as a group, and make the best efforts to promote a corporate culture where a diverse array of employees can work together with people from different backgrounds.

Relationships with Customers

We will continue to develop products and services that provide superior value to customers.

We are committed to developing products and services that provide superior value to customers by using cutting-edge technologies and the latest manufacturing processes.

Relationships with Local Communities and Society

We aim to contribute to the development of local communities and society.

We will continue our efforts to contribute to the development of local communities and society, and actively support various social initiatives.

Observing wildlife at local rivers

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