

News Releases

Corporate Organization



President's New Year's Greeting (Summary)
(Jan. 6, 2010)

On Tuesday, January 6, a ceremony took place at 10 o'clock at the headquarters' gymnasium in Kariya to kick off the first workday of the New Year, 2010. The following is a summary of the New Year's greeting presented to all employees by President Fumio Fujimori during the ceremony.

Amid the very severe business environment last year, the whole company made concerted efforts to create a profitable corporate structure, aiming at returning to the black by fiscal 2010. As a result, operating profits have come to the level that we are eking out a profit, according to the 2009 earnings forecast. Having said so, it is generally understood that this business recovery is largely attributed to the economic stimulus packages, such as the grant of tax credits for purchasing eco-friendly cars, implemented around the world, which is only a transitory supportive measure. I expect you not to relax your efforts with this temporary recovery, and to continue making efforts in order to realize a truly profitable corporate structure.

In this situation, if we look at just our business results, our future prospects are clouded. In the entire automobile industry as well, major changes are rapidly taking place such as the market shift from "developed countries" to "newly developing countries" and a growing demand for "hybrid and electric cars." Besides in the automobile business, the signs of change began to appear in the energy-related social system in general, as we see the "smart grid," which is intended to modernize the energy infrastructure, attracting attention.

Based on the above-mentioned situation, I will cite four things I would like you to promote strongly this year.

1) To be keenly alert to social changes

Please raise your antennas high and interest yourself in various changes around the world, such as the social and economic situations, trends in the market and technology and the movements of competitors including those outside our industry. At the same time, I would like to ask you not to hesitate to take action on your own initiative.

2) Challenging new things aggressively

To do what none has done before us is activist corporate culture Aisin has nurtured for some time. Recalling such a company climate, I expect you to aim to make our company one that has greater patience with failure after challenges than other companies.

3) Thoroughly emphasizing the MONOZUKURI (manufacturing) ability

I expect you to make the utmost efforts to emphasize our MONOZUKURI (manufacturing) ability such as by establishing "really good quality at a low price" so as to meet customer demands all over the world, and "keeping hold of proprietary technologies" that are indispensable to next-generation cars.

4) Realizing a real 70:30 system*

(*A system that allows for profit even when sales decrease to 70% of the peak.) While we conducted activities for raising added-value within each functional department and section last year, we will advance one more step and establish "a real 70:30 system (a system that allows for profit even when sales decrease to 70% of the peak)" so that we can quickly address cross-company issues.

I wish you take this year as a chance for throwing yourself into new work and enjoying it. If you think positively, good ideas will certainly be born. The chain of each one of your challenges will lead to the revitalization of the organization, and ultimately to the strengthening of the whole company.