

Aisin Seiki Commemorates 40th Anniversary on September 1, 2005

Aisin Seiki was established in 1965 as a comprehensive automobile components manufacturer through the merger of AICHI KOGYO CO., LTD. and SHINKAWA KOGYO CO., LTD.

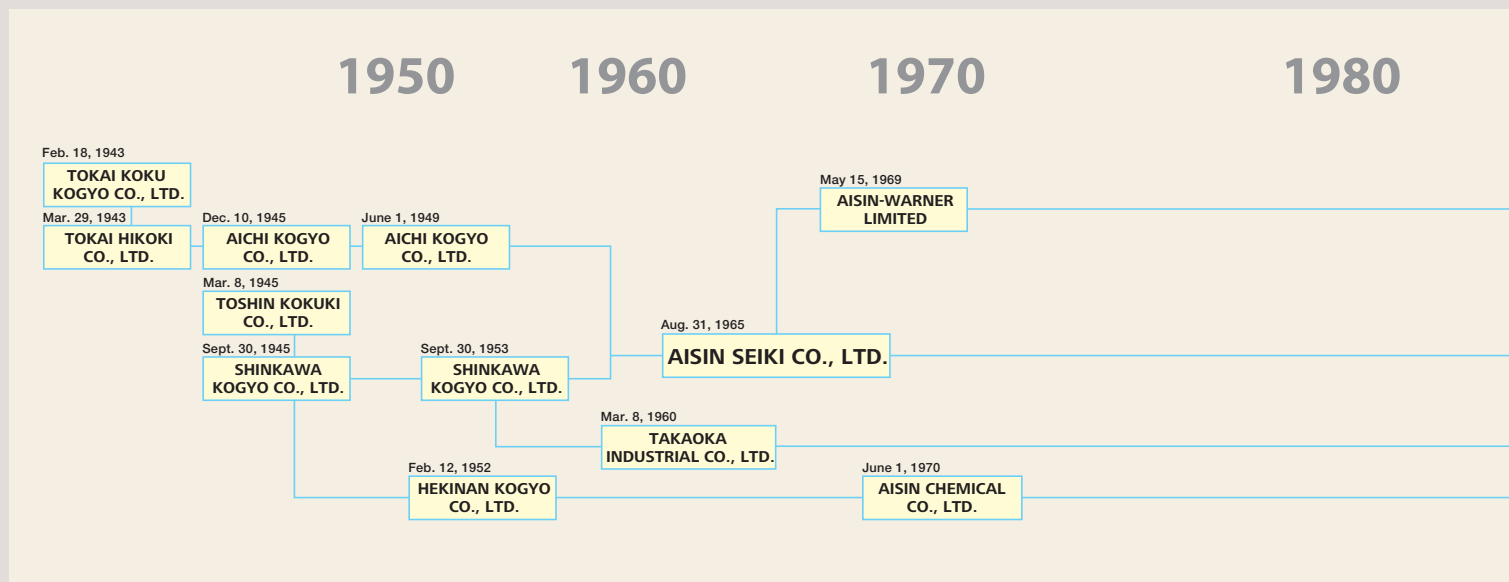
Over the last 40 years, Aisin Seiki has accurately polled the needs of customers with the aim of contributing to society through production and marketing of appealing and satisfying products. Accordingly, Aisin Seiki has expanded business dramatically in automobile components, as well as in such life related products as sewing machines, which the Company has been producing since its founding.

Similarly, Aisin Seiki has built a unique Group structure based on its stance of augmenting growth potential through Group management. Amid these efforts, Group companies will continue to maintain an appropriate business scale while retaining specialized expertise that outdistances the competition and makes respective Group companies the leader in every field.

AISIN, which comprises 136 consolidated subsidiaries, recorded net sales in fiscal 2005 of ¥1,829,065 million, making it the eighth largest* components manufacturer in the world and second largest in Japan.

*Source: 2005 Global Market Data Book, Automotive News

History of the AISIN Group



Revising the Company Logo on the Anniversary of Aisin Seiki's Founding

On the occasion of its 40th anniversary on September 1, 2005, Aisin is revamping its Corporate Identification System (CIS) in terms of its corporate logo, individual company logos, corporate colors and other related elements. Moreover, the Group has established a new statement logo as well as an AISIN Group logo for use in Group-sponsored events.

The previous CIS was in use for a quarter of a century since being created in 1980 to mark Aisin Seiki's 15th anniversary. As we celebrate our 40th anniversary, we revised our CIS to create a new corporate image in line with the times.

The revised corporate logo offers a new design, with

the upper portion of the "A" in AISIN open to represent AISIN's broad vision and presence as well as its pioneering spirit and originality. The statement logo was also revised to complement the new logo, using the English phrase "Geared up for the future" to stress the Group's increasingly international presence. This phrase communicates the idea of keeping AISIN's eye on the future toward becoming a key influence in the coming age, as well as its determination to create a brighter future for people, automobiles and society.

From September 1, 2005, Aisin Seiki will unite under this logo and statement as we strive for further growth and prosperity as a global supplier.

AISIN



AISIN
Geared up for the future

Former Company Logo

New Company Logo + Statement Logo

1990

2000

