

Medium-term Targets

Realizing Our Group Vision Aimed at Becoming the Top Global Player

Amid a drastically changing operating environment characterized by advances in the development of next-generation technologies and rapid expansion in emerging markets, the AISIN Group aims to expand into the international playing field with shared goals and approaches to establish its position as the top global player.

Vision by Business Segment

Each business segment of AISIN is dedicated to establishing a competitive advantage and expanding business by leveraging a broad array of product lines and technologies.

Automotive Parts and Systems Business

Drivetrain Related Products

Capturing the top global market share as the driving force of the Group

- Strive to develop a full lineup of transmission products and establish a global supply structure
- Establish a global standard in systems and units for clean energy vehicles

Body Related Products

Leading automobile manufacturers with products that make automobiles stylish, enjoyable and exciting

- Expand the product range from light products to intelligent systems
- Achieve the world's fastest product development cycle through shortened lead times by implementing product development from the early stage of automobile development

Information Related Products

Developing new markets with IT-powered high-value-added products

- Expand sales of car navigation systems globally and develop multi-information communications systems
- Develop advanced systems that support safe and comfortable driving

Engine Related Products

Expanding this business worldwide using innovative environmental technologies

- Expand the range of component and module products as the key to fuel efficiency and low emissions
- Develop core technologies for fuel cell vehicles early on

Casting Related Products

Leveraging the strengths of each Group company to achieve growth for core businesses

- Develop world-leading production methods and materials technologies

Energy & Environment

Aiming to expand business scale for energy-saving devices and services developed with users in mind

- Establish operational bases and build the brand for such high-efficiency energy devices as gas engine and fuel cell cogeneration systems
- Develop commercial applications for hybrid energy systems that proficiently employ unutilized resources and renewable energy

Brake & Chassis Related Products

Aiming to become the top supplier of chassis systems with brakes as the mainstay

- Achieve the world's highest levels of safety, driving performance and driving comfort
- Build a global production and sales structure that taps the potential of the brake business

Life & Amenity Related Products

Aiming for dramatic growth in products and services originating from a holistic approach to lifestyles

- Develop markets for system devices and services that support a safe and comfortable lifestyle
- Establish a management style that quickly incorporates the needs of end users into products

New Business

Cultivating new businesses based on social and industry trends in the 21st century

- Promote future-oriented R&D that employs a network incorporating research bases and various industries

Energy & Life Related Business

Vision by Geographical Segment

Aiming to achieve rapid growth overseas and establish a balanced earnings structure globally

