

## Quality

### Our commitment to quality assurance

In the AISIN Group Way, our action principle “Supreme Quality” is foundational in everything we do. We carry out TQM\*, intended to enhance not only the quality of our products and services but also the quality of our work, ensure mutual cooperation between all our employees, and improve our company frameworks based on a customer-first approach.

\*Total Quality Management

### Initiatives to address medium- to long-term issues

Amidst changes in our business environment, such as CASE and MaaS, we are striving to fully achieve synergy through cooperation between all the members of the AISIN Group, assure the highest quality globally throughout the Group, and foster new quality value.

#### Initiatives to prevent disruption

To reduce and eliminate disruption for customers, we are promoting a shift from the conventional approach of trouble repair to predictive analysis and preventive measures by using big data obtained through our efforts to address the trend of connected vehicles and products.

#### Initiatives to realize product quality for inspiring customers

Not only do we address defects and troubles as we have done so far, but we also respond to dissatisfaction from customers toward accomplishing the target of ensuring product quality that exceeds customer expectations and inspiring users. In addition, we numerically clarify convenience for customers and their potential dissatisfaction, based on analysis of big data and the feedback obtained through demonstrative experiments, and incorporate the results into our quality improvement efforts.

#### Initiatives related to products in new areas

To promote a shift from the diversification of products, such as software and servers, to the development of products in our new business areas, we provide on-demand support globally using DX technology while ensuring that a design perspective is integrated in such support.

### Supreme quality ensured by reinforcing and promoting the fundamental TQM activities

We organize workplace meetings as opportunities for all employees to experience the concept “supreme quality” through the exploration of what they can do with their first priority on customers. By doing so, we are striving to raise

the quality of their work. Moreover, to provide value that exceeds customer expectations, we engage in discussions with group companies regarding various problems and measures. In addition, we encourage all employees to present creative and ingenious proposals, thereby striving to raise the quality of products and work and fostering human resources. So far, 42 achievements made by employees of the Group have been commended with the Award for Creativity by the Ministry of Education, Culture, Sports, Science and Technology, with the figure being the highest of all the institutions in Japan.

### Aisin Densho-kan: A place to learn about the importance of safety, quality and unfiltered customer feedback

Aisin Densho-kan is a place for employees to thoroughly understand the “historical failures” that we have experienced and apply that understanding to new challenges and initiatives. By enabling employees to learn from unfiltered feedback received from customers and passing on the lessons from past incidents as valuable insights, we strive to foster employees’ awareness of quality and raise the quality of their work. The facility features a tunnel for learning how scary quality problems can be, a simulator where employees can experience defects, panels showing quality issues that people have reported, and other forms of ingenuity for making employees keenly realize the importance of quality.

\*The Aisin Densho-kan is not open to the public.



Aisin Densho-kan



A tunnel for learning how scary quality problems can be