

Quality

Basic stance

Upholding “To our customers, inspiration and trust” in its Corporate Principles, the Aisin is committed to improving quality and creating new value that exceeds our customers’ expectations.

In the AISIN Group Way, our action principle “Supreme Quality” is foundational to everything we do. We carry out TQM,* intending 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

Policy

We have defined the system of our quality assurance activities in the Quality Manual and have established the quality policy, based on which we promote our quality activities.

Quality policy

We pursue the quality demanded by our customers throughout the product lifecycle by paying attention to safety and the global environment. By doing so, we provide products and services that give excitement and smiles to customers in a timely manner, and contribute to creating a safe and comfortable society.

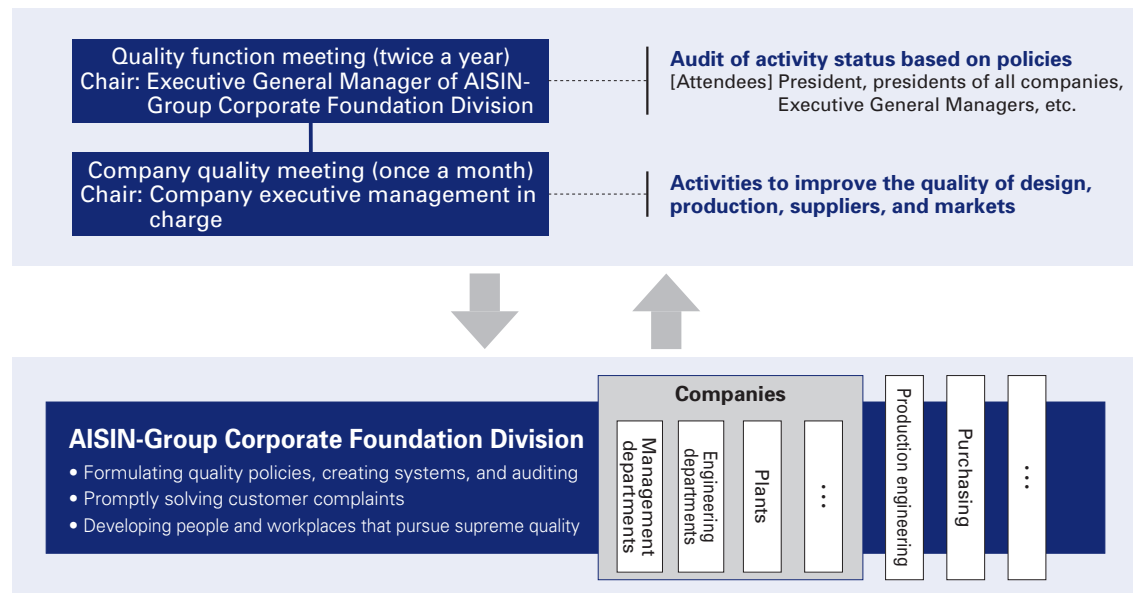
Vision

Establish a global system to achieve the best quality, and deliver safety and relief to our customers.

- ▶ Establish a globally acceptable quality assurance system by considering the next-generation product and service quality and enhancing governance, and audit and modify the system.
- ▶ For the DX society, build a management system that is always capable of responding to the progress in electrification, growth fields, and carbon neutrality, and develop human resources capable of creating new value.

Implementation frameworks

The AISIN-Group Corporate Foundation Division has responsibility for and authority over the quality of the entire Group, and is in charge of assuring quality for customers. The quality function meeting plays the central role in deploying policies to companies and divisions. Quality improvement activities conducted based on the policies are monitored, while customers’ voices are constantly fed back to all companies. Other activities, such as audits and quality education, are also conducted to achieve better quality.



Quality

Medium- to long-term initiatives for key areas and growth areas

As an initiative for electrification in key areas, we are working to shorten the development period through the innovation of development processes using DX. By responding to changes in society and the business environment, we have evolved our quality assurance systems. Based on this, we thoroughly assess our quality at every milestone of each process.

For software, which is becoming increasingly sophisticated and complicated, we are promoting process reform using DX.

In growth areas, for subscription services using location information technology we have cultivated for car navigation systems, such as the Rideshare Service "Choisoko" and the Road Maintenance and Management Support Service "Michilog," we are making daily efforts to improve the services and expedite responsive actions based on customers' status of use and social media information with a support system that employs AI and other digital technologies, to ensure the satisfaction of customers.

Emphasis on the first customer complaint and efforts to prevent complaints using big data

The first report on any incident, whether it is on the launch of a new product or an existing product, is notified to the relevant departments so that the problem can be solved promptly. We thoroughly investigate the cause of the incident and implement measures to prevent recurrence, which include not only actions for the relevant product but also

improvements in the work procedures, with the aim of producing better products.

To reduce and eliminate customer complaints, we have recently been promoting the use of big data obtained from vehicles and products to detect signs of failure before it occurs, and take diagnostic and predictive actions.

Furthermore, with the target of achieving quality that exceeds customer expectations, and "products that make users excited," we identify potential complaints from customers' voices (social media data) and make them visible, and reflect them in our activities to improve product quality.

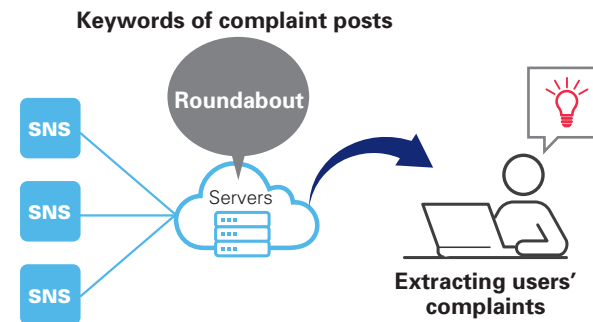
Developing people and a workplace culture that pursue supreme quality

In order to ensure the customer-first principle and exceed customer expectations, we believe it is important that all employees fully understand and

practice "Supreme Quality." We approach employees from three perspectives: knowledge, mind, and the environment. By using Densho-kan to appeal to the mind of employees and holding workplace meetings, we are striving to establish "the environment = the workplace culture," whereby the value of Supreme Quality is taken for granted. Tools for enlightenment are distributed to Group companies, with which they also work to practice the Supreme Quality principle.

In addition, efforts are also made to enhance employees' ability for improvement through in-house training and the presentation of creative and ingenious proposals. In FY2023, 39 achievements made by employees of Aisin were commended with the Award for Creativity by the Ministry of Education, Culture, Sports, Science and Technology, the highest figure among all institutions in Japan.

Extracting users' complaints from social media



Three elements for Practice "Supreme Quality"

