

The identity of the Toyota Boshoku group

The identity of the Toyota Boshoku group has been cultivated over more than a century. We have consistently focused on HITOZUKURI (human resources development) and MONOZUKURI (manufacturing and craftsmanship) from the customer's perspective, based on the concept that "human resources development is at the heart of manufacturing." Furthermore, we carry out human-centered advanced R&D, since our products come into direct physical contact with people.

PURPOSE

Contributing to society by developing leading-edge technologies and manufacturing high-quality products

Inheriting "For the world and for people," the founding spirit of Sakichi Toyoda, the founder of the Toyota group and also the founder of Toyoda Boshoku (the forerunner to Toyota Boshoku), we have been conducting our business activities for over 100 years. We aim to be a company that continues to be needed by society, by working earnestly to resolve social issues through our business operations.

Principles of Toyoda

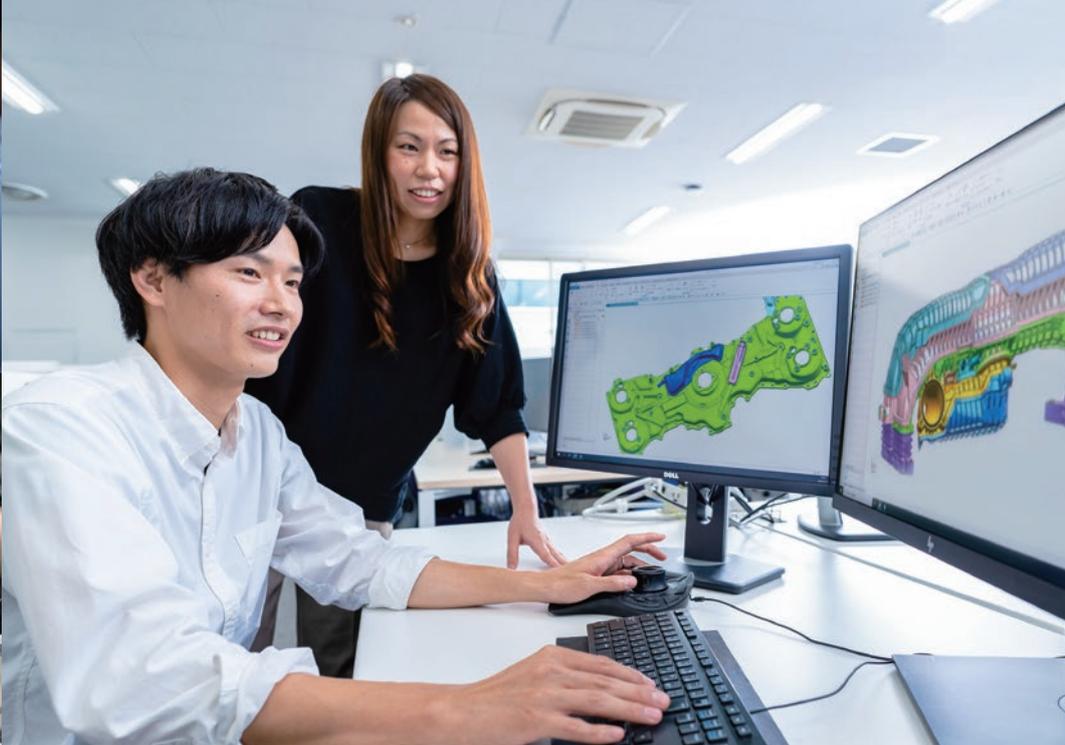
Handing down the spirit of Sakichi Toyoda (established in 1935)

- Always be faithful to your duties, thereby contributing to the company and to the overall good.
- Always be studious and creative, striving to stay ahead of the times.
- Always be practical and avoid frivolousness.
- Always strive to build a homelike atmosphere at work that is warm and friendly.
- Always have respect for spiritual matters, and remember to be grateful at all times.



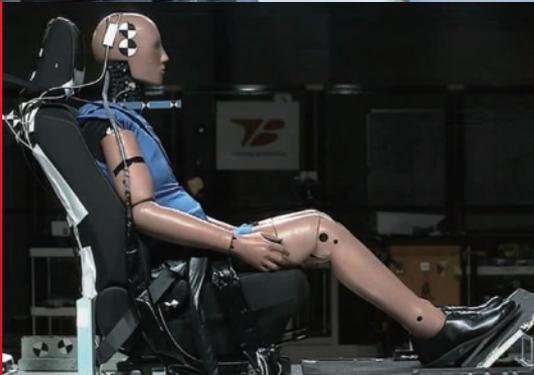
Sakichi Toyoda





Five materiality issues

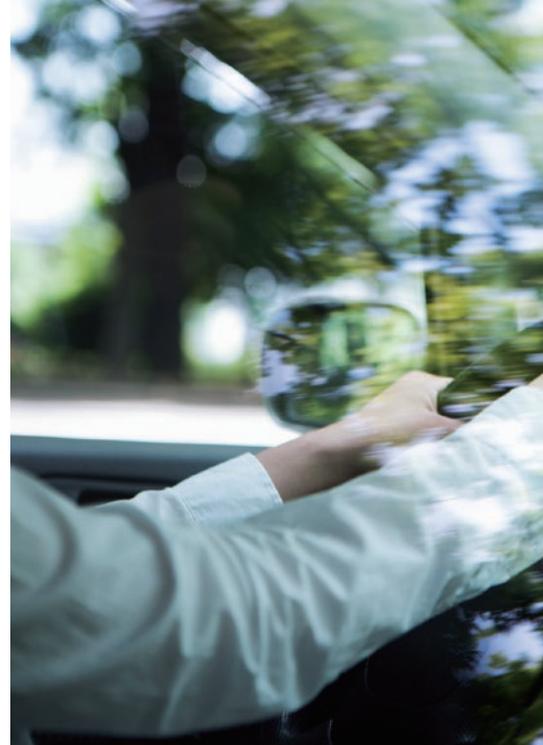
We have defined as our materiality the identification of important issues to be prioritized through our business operations from among a variety of social issues and the approach we adopt to resolve them. We aim to realize five materiality issues related to Safety, Environment, Comfort, People, and Organizations.



Three product businesses

We provide customers around the world with the ultimate mobility life in the three business domains of Seat, Interior & Exterior, and Unit Components. As a system supplier, the Toyota Boshoku group aims to be an Interior Space Creator capable of providing total coordination of the entire automobile interior space.



VALUE

Offer “QUALITY OF TIME AND SPACE” in all mobility

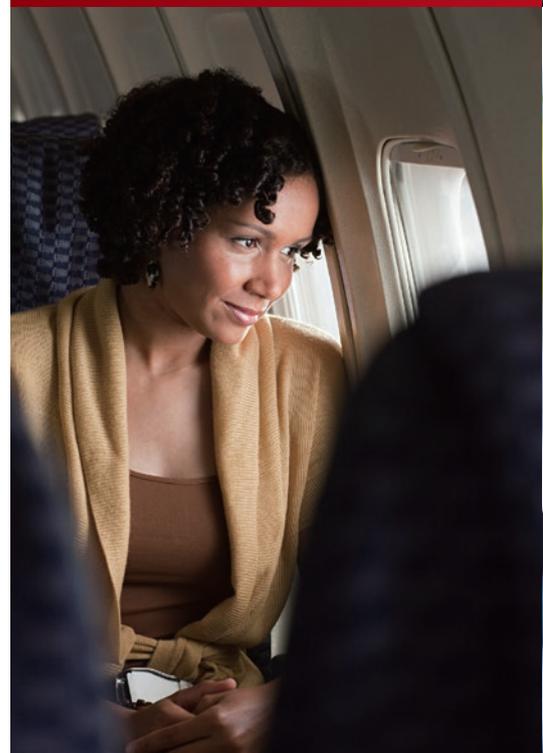
The Toyota Boshoku group has declared its aim of becoming an Interior Space Creator, leading the creation of new value for mobility spaces. We are pursuing comfort in mobility spaces, on the foundation of safety and the environment.

For greater freedom and greater enjoyment.

We propose personalized solutions that bring value to the time spent in the vehicle interior and to mobility spaces.

Contribute to sustainable mobility

We realize environmentally sound mobility through measures including the use of sustainable materials and products that are compatible with electric vehicles.





Develop products that contribute to traffic safety

So that everyone traveling in mobility spaces is safe and secure at all times, we are working to develop seats that ensure safety in any posture and realize highly reliable manufacturing.



Bring value to mobility spaces

We are developing technologies that can respond to the evolution of automobiles and changing values. We provide more enjoyable and comfortable mobility for all.