

THK RHYTHM Activities: Automotive and Transportation Equipment

Developing Automotive Components in Anticipation of the Changing Times

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Striving for Constant Growth

Our company vision has four aspects:

1. Become the world's leading specialized manufacturer of joint products through our original technology and zero-defect guarantee.
2. Promptly achieve the highest level of QCD around the globe.
3. Steadily grow alongside our customers and employees and create a sound, prosperous society.
4. Align our thinking and take initiative as individuals in order to steadily achieve our goals.

The aforementioned zero-defect guarantee is our commitment to ensuring our products will not have any major defects that would lead to an automobile accident. As a manufacturer of critical safety parts* where a product defect could impact human lives, this guarantee is the core tenet of our company. Improving the reliability of our products through our proprietary cold forging, aluminum casting, and automatic assembly technologies, we are expanding sales of our competitive products. In addition, with our active globalization efforts and two facilities each in North America, China, and the ASEAN region, we are aiming to become the joint manufacturer with the world's largest market share in collaboration with our affiliate TRA, which possesses two facilities in Europe and three in North America.

Furthermore, we promote constant improvement activities aimed at achieving a level of QCD that satisfies the ever-increasing requirements of our customers. At the heart of that effort is improving employees' overall skill levels. By having employees understand that the company goals are also their individual goals, and by encouraging them to do what it takes to achieve them, we will form a sound corporation with a united workforce.

Great Change Breeds Opportunity

The automotive industry is currently experiencing an un-



THK RHYTHM headquarters & Hamamatsu plant

THK RHYTHM Kyushu plant

precedented, massive revolution steered in large part by the growing adoption of electric vehicles in response to environmental regulations. As a result, many new manufacturers have started getting involved in electric vehicle production, while existing manufacturers are reorganizing their businesses and making other significant changes to survive. Furthermore, we are seeing customer demand shift toward components for electric vehicles and other signs of automotive manufacturers focusing their resources on electric and self-driving vehicles. To become the top joint manufacturer in these circumstances, we must be ahead of other companies in our development of products that meet the requirements of electric vehicles, and we need to cultivate new customers in addition to traditional automotive manufacturers. We have been working on developing lightweight, low-friction, highly heat-resistant products to satisfy the needs of electric vehicles, and we have already begun supplying some products to customers.

The shift toward electric and self-driving vehicles has created vastly different needs than before, which is a great opportunity for us. To weather this period of great change, we will develop joint products and technologies aimed at new applications, create next-generation products that fully capitalize on the technology and expertise THK has cultivated since its founding, and work to provide solutions in order to further expand our business.

*Critical safety part: Component of a unit connected to the basic car functions of driving, turning, and stopping. If a defect in the component hinders one or more of these functions, it may cause a major accident.