

# Our Vision

We will strive to make positive contributions to society by providing appealing products from global perspectives and based on our vibrant and trustworthy corporate qualities.

- 1 We will strive to make a positive contribution to society with safe, appealing, and useful technology and products.
- 2 We will pull together culture based on trust, reliability and the pursuit of excellence.
- 3 We will be a good corporate citizen, ever mindful of our environmental responsibilities.

Aichi Steel began in 1934 with a strong determination to independently produce the high-quality steel material needed for domestic mass-market vehicles. Kiichiro Toyoda, the company's founder, had a motto: "Great cars are made with great steel." This spirit has evolved through the years into our present-day mission, "A great society comes from great materials," guiding all our business activities.

Our Vision represents our commitment to upholding the Five Main Principles of Toyoda, which are the spiritual cornerstone of the Toyota Group, while embracing forward-thinking and flexibility in daily operations. We pursue the best decisions and actions in a culture of mutual respect and cooperation. This approach is supported by our DNA of challenge and creativity, passed down since our founding.

Currently, our Vision 2030 is to be a "Company of Choice Globally," and we are working to unlock the potential of materials from a global viewpoint. Amid demands for technological innovation and solutions to social challenges, we aim to maximize the power of materials and contribute to realizing a sustainable future.

Brand Slogan

*Innovate Materials.  
Create Tomorrow.*

This is our declaration to society that we intend to become a company that expands the possibilities of manufacturing by adding value to materials, as the starting point, to evolve them into products and systems.



Brand website  
(Japanese only)

