

Customer Satisfaction and Quality Management (Car Maker) (General Customers and Dealers) • Integrated Environmental Management • Climate Change and GHG Management • Community Involvement and Development • Transparency and Business Ethics • Employee Value Creation • Employee Health and Safety Management • Win-Win Partnership in the Supply Chain

Promoting Continued Communication with Car Makers

We expanded customer-oriented marketing communication to pursue win-win partnerships with global car OEMs, and are making use of novel events such as concept tire production to reinforce our relationship with them.

Strengthening communication with car makers

To proactively respond to the requirements of car OEMs, we engage in business meetings and a wide range of marketing communication activities to form an even closer network with these customers. As such, we were proudly named a GM Supplier of the Year by General Motors in 2019.

In 2019, we also joined hands with Volkswagen in developing a concept tire that caters to the need of future automobiles and submitted the tire to the Shanghai Auto Show to reinforce our partnership with the company and showcase yet again our exceptional technology. We formed a partnership with the Swiss EV company Rinspeed, attended the Geneva Motor Show and the International Automobile Ausstellung (IAA), and gained OE fitments on 39 models, including the Porsche Cayenne and the Volkswagen T-Roc, further diversifying our OE supply portfolio.

As an official sponsor for the Deutsche Tourenwagen Masters held in Germany, we invited car OEMs based in Europe to reinforce our business activities with these customers.

Meeting the requirements of car makers

As we have faithfully responded to the requirements of car OEMs concerning quality, product delivery, and CSR and maintained trust-based relationships, we were recognized as a top-performing suppliers in the 'Quality and Delivery' and 'Value' sectors at the Supplier of the Year Awards hosted by the Japanese car OEM Honda in April 2019.

In line with the mounting interest in sustainability issues among stakeholders, car OEMs also come forward with varying CSR requirements. We ensure swift communication on the economy, society, the environment, and overall CSR activity areas included in the supply chain assessments performed by major car OEMs - BMW, Ford, Volkswagen, PSA, Honda, and Porsche. Specifically, EcoVadis, a CSR rating platform that covers PSA and other global car makers, awarded us a gold medal which is only given to the top 1% of the companies in the rubber product manufacturing sector in 2019, and this proved to demonstrate our exceptional sustainability as a company. Going forward, we will continue to strengthen our partnership with major global car OEMs to improve our quality competitiveness and broaden our market presence as a sustainable business.



1&2. Official sponsorship for the Deutsche Tourenwagen Masters (DTM)
 3. Attendance at the IAA

Strengthening Product Capabilities

We are committed to developing tire technology and improving quality to deliver optimal products to car makers.

Notably, we develop tires that comply with tightening exhaust gas testing criteria and cater to the technical requirements of car OEMs to further reinforce our cooperation with global car makers and contribute to the development of the automobile industry in so doing.

Developing products that meet the high-performance requirements of car makers

Our endeavors to meet the social need for eco-friendly tires allowed us to initiate the supply of EV tires to the Audi e-tron. In particular, we developed tires that contribute to fuel efficiency improvement in conformity with tightened exhaust gas testing criteria under the WLTP¹⁾, which was positively welcomed by car OEMs and consumers. We will continue to form partnerships with EV companies and tap into the EV market to diversify the supply portfolio of our OE business.

1) WLTP: Worldwide Harmonized Light-duty vehicle Test Procedure

Establishing a zero-defect quality assurance system

With the goal of establishing a zero-defect quality assurance system, we ensure uniform quality at respective manufacturing processes, ranging from raw/subsidiary materials to semi-finished/finished products. Our dedicated quality organization strengthened its verification operation to resolve quality risks even from the new product development phase, and we fully launched the digital transformation initiative to develop a long-term raw/subsidiary material inventory management system and digitalize the measurement of semi-finished products. In so doing, we verify a range of issues that may occur from processing to products and reduce the occurrence of such issues to zero.

1. Initiating OE tire supply on the Porsche Cayenne
2. Initiating the supply of EV tires to the Audi e-tron



Improving the quality mindset of all employees

In addition to achieving the IATF 16949 automotive quality management system certification, we continue to provide internal auditor training and expand the scope of mandatory quality job training. The job-based capacity matrix was developed to offer training that meets the needs of quality operations. Our quality training system enables us to constantly improve the capacity of our quality workforce and assign them to appropriate positions according to their job competence.