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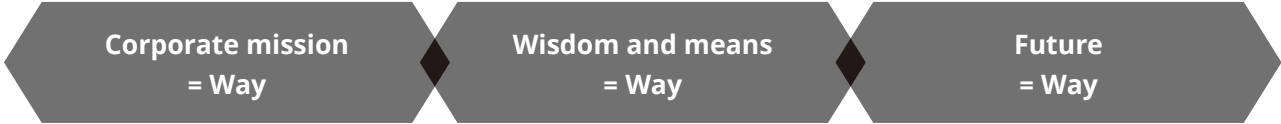
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AW-2510-000300



ASAHI DENSO CO., LTD.
COMPANY PROFILE

Open the Way



A Corporate Mission Statement With a Triple Meaning

At Asahi Denso, our fervent goal is to be of service to people and to the world at large.

In order to fulfill that goal, we chose "The ASAHI DENSO Way" as our corporate mission statement, with "Way" representing our commitment and attitude. We then expressed our goal in words that we could both incorporate into our very DNA and could use to communicate ("open") that goal to others, which we see as equally important.

Next, in order to give concrete form to our thinking, we needed a specific wisdom and way, which is also why we chose "Way" as part of our doctrine. We believe that this "way" will only be granted to us, or "opened" to us, through sincere effort and commitment.

Through corporate activities such as these, we hope to contribute in some way, no matter how small, to pioneering and opening up the future ("Way") for others, and for the world at large.

With support and assistance from many others, we're making sure and steady progress down our chosen path. We look forward to your ongoing support and direction in the future as we continue to move towards fulfilling our goal.



Kazuki Yamada
Kazuki Yamada
PRESIDENT
ASAHI DENSO CO., LTD.

The ASAHI DENSO Way

Mission	<div><div>1. We contribute to the development of society with products that serve the common good.</div><div>2. We are dedicated to ensuring a fulfilled life for our employees.</div></div>
Vision	<div><div>1. We aspire to be a company that is fair and unselfish.</div><div>The company, an organ of the common good, belongs to the public and no individual can call it his own.</div><div>2. We aspire to autonomous management.</div><div>We will think for ourselves, take the initiative, and fulfill our mission.</div><div>3. We aspire to continuous growth.</div><div>We will comply with changes in society and must demonstrate a passion to persist.</div></div>
Management Objective	<div><div>1. We will appreciate the common good.</div><div>Create jobs / Pay taxes / Be at one with the earth (Environmental Policy)</div><div>2. We will appreciate our customers.</div><div>Make products that target customer satisfaction. (Quality Policy)</div><div>3. We will appreciate our employees.</div><div>Rewarding work nurtures a rich sense of humanity.</div></div>
Values and Behavior	<div><div>1. We will always show appreciation and humility.</div><div>2. Everyone onboard.</div></div>
Quality Policy	<div><div>“Make products that target customer satisfaction”</div><div>[Achieving That Policy]</div><div>1. We make functionally superior products with user appeal.</div><div>2. We provide products with excellent durability and reliability.</div><div>3. We guarantee the supply of reasonably priced products.</div></div>
Environmental Policy	<div><div>“At one with the earth.”</div><div>[Achieving That Policy]</div><div>1. Do our best to minimize environmental impact.</div><div>2. We observe laws, regulations and other requirements.</div><div>3. All of our employees participate and continually work on improvement activities.</div></div>
<div><div><div><div><div>ISO 9001</div><div>SGS</div></div><div><div>ISO 14001</div><div>SGS</div></div></div><div><div><div>UKAS</div><div>MANAGEMENT SYSTEMS</div><div>9001</div></div><div><div>UKAS</div><div>MANAGEMENT SYSTEMS</div><div>14001</div></div></div></div></div>	

Bases



Domestic Bases



Headquarter & Plant

6-2-1 Somejidai, Hamana-ku, Hamamatsu City,
Shizuoka, 434-0046 Japan



Iwata Plant

473-10 Ohkubo, Iwata City, Shizuoka



Overseas Bases



CHAO-YANG ELECTRONIC COMPONENTS CO., LTD.

10 Shi Gen Road, Hsinchu Industrial Park,
Taiwan R.O.C.



THAI ASAHI DENSO CO., LTD.

Siam Green City 119/21 Moo4 T.Pluak
Daeng A.Pluak Daeng Rayong 21140
Thailand



ASAHI DENSO R&D ASIA CO., LTD.

156/11 MEESUWAN 3, NORTH
PHRA-KHANONG, WATTANA, Bangkok
10110 Thailand



PT. ASAHI DENSO INDONESIA

Kawasan Industri MM2100, J.L. Irian V Blok
KK 9,10 Jatiwangi, Cikarang Barat, Bekasi,
Jawa Barat 17520 Indonesia



PT. TJOKRO ASAHI CEMERLANG INDONESIA

Jl. Pulogadung No.24, Kawasan Industri
Pulogadung, Desa / Kelurahan Jatinegara,
Kecamatan Cakung, Kota Administrasi
Jakarta Timur, Provinsi DKI Jakarta 13920
Indonesia



ASAHI DENSO VIETNAM CO., LTD.

Lot 14b, lot 16, Noi Bai Industrial Zone,
Quang Tien Commune, Soc Son District,
Ha Noi City, Viet Nam



ASAHI DENSO MULTILINK PVT. LTD.

Plot No 35, Ground Floor, Mphinite Campus,
Abbanakuppe Village, Bidadi Industrial Area,
Ramanagara, Karnataka - 562109 India



ASAHI DENSO R&D INDIA PVT. LTD.

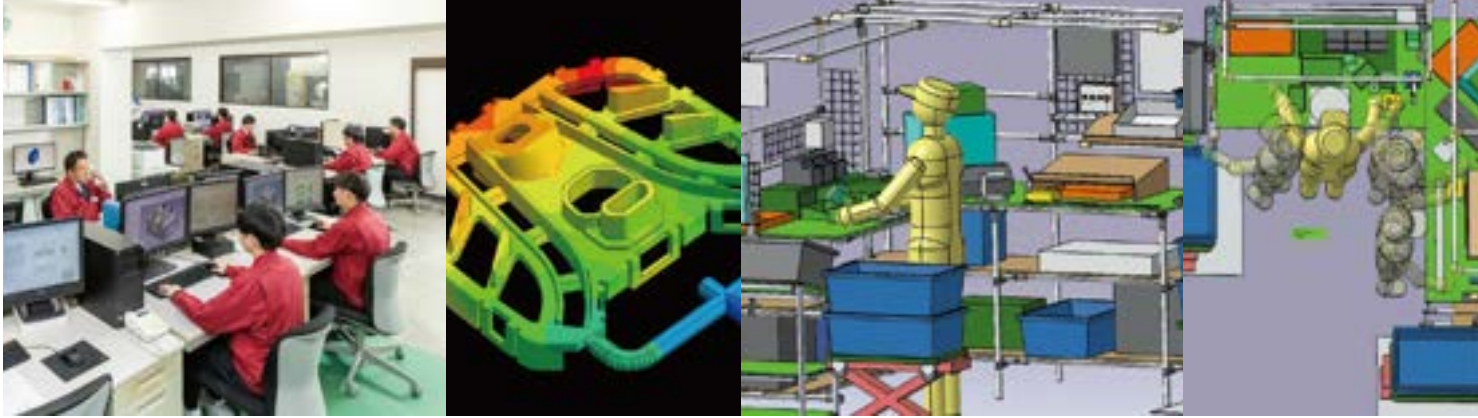
#2, 1st & 2nd Floor, HAYES Road,
Richmond Town, Bengaluru 560025 India

Our integrated process incorporates everything from design to manufacturing, with reliability and added value built into products at every step.

At Asahi Denso, we put the know-how cultivated in many different fields, among them motorcycle, automotive and marine products, to work in our constant pursuit of more compact sizes and lighter weights, which rank among top needs. In our product development, we're always looking for ways to reduce waste material and conserve energy. To provide development for customers as quickly as possible, we've centralized our design and manufacturing processes. We take a proactive stance in installing evaluation systems and equipment, and we emphasize initiative in our development, with quality built into products right from the design stage. Reliability is a critical focus from an early point in the development process.

Digital data serves as a unifying element in design and manufacturing processes

We use digital data in our product design, prototype, mold manufacture, parts machining and assembly processes, for more consistent control. Our processes have been built with resource conservation in mind, eliminating the use of paper or prototypes, and play a part in environmental conservation. We also conduct evaluation testing from various angles in our processes, both to assure quality and to work with process design geared to eventual mass production from early stages. This progressive approach helps to boost production efficiency even higher on an ongoing basis.



Mold design

We manufacture highly precise mold through data-oriented processes.

We use flow analysis and other approaches based on digital data to design the optimum molds. Using the same data through the whole process from the design of mold structure to the manufacturing of the molds makes it possible to maintain efficiency and accuracy.

Manufacturing technology

Striving constantly for higher production efficiency and quality, we offer flexible process design.

We've introduced a cell-style approach in some of our processes, striving for higher efficiency and improved quality by having the same person assemble an entire unit. We use three-dimensional CAD in the process design of cell-based production, creating a backup system for the shop floor through high-precision process design created from the operator's point of view.



Reviews and meetings

Meeting spaces are available in the center of the Engineering floor. Not only is it easy to hold meetings using CAD screens, but this space also contributes to promoting team activity and to improved design quality.

Product development and product design

The spacious layout and IT-oriented environment facilitate both individual work and team communication. Information sharing is promoted, and short-term development is achieved through flexible handling tailored to the specific topic.

Concurrent engineering

Personnel from various in-house divisions engage in information-sharing at early stages, with digital mockups and other means being used to convey information. We strive for designs that incorporate both cost considerations and ease of assembly.

Mold fabrication

Using three-dimensional mold design data, we put milling machines, wire cutters, electric discharging machines and other equipment to effective use in highly efficient fabrication of molds.

Part manufacturing (molding)

We use the completed molds to manufacture parts, striving constantly for labor-saving approaches that result in higher efficiency.

Assembly

A cell-style approach is used that brings operator movements, equipment and parts together in a centralized location, for more efficient assembly.

Product design

A design system that overlooks nothing and meets whatever needs customers might have

Motorcycle switches and other products used under harsh environments are our forte. In product design, characteristics such as corrosion resistance and weatherproofing are a given, but we also put serious study into our products from the ergonomics and design standpoint, meeting customer expectations with a constant stream of new concepts and ideas.



Evaluation technology

We proactively introduce evaluation systems that help to assure reliability early on.

We supply products that work precisely in all kinds of environments. Our development system, which emphasizes testing and evaluation processes in order to establish the reliability of products used in various types of environments.

Environmental evaluation unit (test area) / 3D Scanning system
EMC electrical wave verification room / Micro scope



PRODUCTS

Products for Motorcycles

Using our industry leading position as a foothold, we will further enhance the reliability to withstand difficult environments.

Motorcycle switches need to be able to withstand strong vibration and weather conditions and also call for an ergonomic approach. The high-level performance and reliability of our products are reflected in the top share that we possess worldwide.



Handlebar switches



Handlebar switches



Main switches, handsfree



APS "Accelerator Position Sensor"



APS "Accelerator Position Sensor"



Heated Grips



Tank caps



Tank caps



Side stand switches



Quick shift sensors



Handlebar switches (Overseas production)



Main switches (Overseas production)



Japan Mobility Show

Asahi Denso Exhibits at the Japan Mobility Show, Where Technology's Seeds and Future Needs Come Together

Asahi Denso exhibits its products in the Passenger Cars and Motorcycles Division of the Japan Mobility Show, promoting our technology to a wide audience. We take advantage of the show as a venue for gathering information from the market that will contribute to our future product development.

Products for Marine Vehicles

We achieve reliable operation even in harsh use environments, where the products are exposed to ultraviolet light and salt water.

In the field of marine products, we have further refined the environmental resistance which we first cultivated in the motorcycle field. Our products are not only completely waterproof but have also eliminated the risk of salt build-up and leaks, and demonstrate high performance in outboard motors, personal watercraft, and other products. They support the safety and comfort of marine leisure around the world.



Remote controllers



Joysticks



Panel switches



Steering Switches



Handle switches, Throttle levers



Relay units

Products for Other Vehicles

We have the flexibility to meet niche needs, including all-terrain vehicles, snowmobiles, industrial machinery, and general-purpose machinery.

We have a broad lineup of products with superior cold resistance, dust resistance, and waterproofing, so they contribute to improving the performance of all-terrain vehicles, snowmobiles, and industrial machinery. Using the technology we have cultivated in the motorcycle and marine fields, we realize the functions required by our customers.



Armrest



Grips



Jog dials



Keypad switches



Emergency stop switches



APS "Accelerator Position Sensor" for ATV