
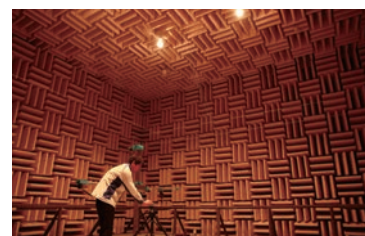


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We are the No.1 Provider of Small DC Brush Motors

According to "January 2021 JMA Research Institute, Inc. Marketing Data Bank survey"

Mabuchi Motor enjoys the world's largest sales volume of small DC brush motors for automotive products. We've achieved this by responding effectively to the needs of our customers around the world, earning their trust with quality and reliability. Through supplying innovative and high-value products, we are fulfilling our mission to contribute ever more to the future.

Management Principle

Contributing to International Society and Continuously Increasing Our Contribution

Management Markers

1. By offering superior products that are reasonably priced, we contribute to the well-being, comfort, and convenience of people all around the world.
2. By fostering career opportunities and technological development, we address social and economic disparities around the world.
3. By placing highest value on our people, we empower and encourage them to realize their potential and contribute to society.
4. Through our corporate activities we protect our planet's ecosystem and the health of its inhabitants.

Management Guidelines

1. Develop products that offer flexibility of application and optimize production conditions.
2. Improve product development based on thorough value analysis and standardization of parts and materials.
3. Realize cost reduction by using advanced processing technologies and by minimizing waste.
4. Pioneer new markets and secure sufficient market share in alignment with the company's values and strategy.
5. Cultivate the talent of our people by continuously matching the right person with the right opportunity.
6. Conduct business in a way that has the smallest possible environmental impact and that abides strictly by health and safety standards.
7. Enhance the company's sustainability through management policies and strategies that take a long-term view.

