

History of Our Social Contribution and Future Business Development

Course of Contribution Area Expansion

At Mabuchi Motor, we operate a business specializing in small DC motors. Our strength lies in our technologies related to compact dimensions, light weight, and efficiency improvement. We started with a business of manufacturing and selling motors for toys and models. We entered the field of motors for practical applications in the 1960s and the field of applications for automotive products in the 1970s. In response to changes in the times and society, we have been expanding the fields to which we contribute by capitalizing on the high quality enabled by our standardization strategy, outstanding cost competitiveness, and ability to ensure a stable supply. As such, the breakdown of sales by application market has also been changing accordingly.

In the 1950's Motors that Revolutionized the Toy Industry

Price was considered more important than quality in the Japanese toy market. But the development of electric toys progressed rapidly with the acquisition of motors as revolutionary power sources. Ultimately, the Mabuchi name became synonymous with luxury toys, and the volume of exports to overseas also soared. In this way, our motors greatly revolutionized the toy industry in Japan and, by extension, toy production and entertainment of children around the world.



The F-type motor

1960 Foray into the Field of Motors for Practical Applications

To break away from our dependence on toy applications, we began to develop motors for tape recorders, the production volume of which was beginning to surge at the time. We succeeded in developing motors that came to be regarded highly in terms of both performance and price. By expanding into the field of motors for practical applications, we became able to cater to more advanced product development needs, production systems and quality assurance standards than ever before.



Motor for tape recorder

1975 Dominating the Market for Motors for Audio and Video Equipment

We released the Electronic Governor Motor equipped with device called an electronic governor, which keeps the rotation speed of the motor constant. It was recognized highly in terms of both performance and price, and the Mabuchi name gained recognition in the audio and video equipment market.



Electronic governor motor

1981 Progress in Diversification of Applications

Audio and Video Equipment accounted for 34% of sales, followed by Home Appliances and Power Tools at 29%, and Toys and Models at 27% as the diversification of applications dramatically progressed. We entered the field of applications for automotive products with motors for mirrors in 1975 and door lock actuators in 1981. Today we maintain over 80% and 70% of the worldwide market share of motors for mirrors and door lock actuators respectively.



Motor for mirror

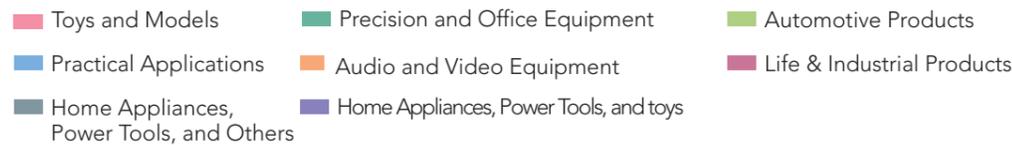
1989 Sales Expansion of Motors for Automotive Products

Since our first-generation power window lifter was launched in 1989, we have continued to develop and market newer generation models that are increasingly compact and lightweight, achieving full-scale entry into the power window lifter field. In recognition of our technological capabilities to make our motors smaller, lighter and more efficient together with reasonable prices resulting from our standardization strategy, sales of our motors for automotive products, including ones for power seats, realized significant growth.



Motor for power window lifter

Sales Amount of Motors by Application



*From 1981 to 1998, the company disclosed its business in the five fields of toys and models, audio and video equipment, precision and office equipment, automotive products, and home appliances and power tools.
 *From 1999 to 2013, the order of applications was changed by integrating the toys and models business into the home appliances and power tools business.
 *From 2014, disclosure by two fields: life & industrial products and automotive products.

1954 1955 1956 1957 1958 1959 1960

1970

1980

1990

2000

2010

2020

2023

Initiatives in the 3 M Fields

To achieve sustainable growth and the evolution of our business portfolio through the provision of products with higher added value, we have identified the 3 M fields -- that is, the Mobility and Machinery fields that help reduce CO₂ emissions and resolve manpower shortages through electrification and the Medical area that contributes to people's good health -- as growth fields where we can capitalize on features of our products, such as compact dimensions, light weight, and high efficiency, as well as reasonable prices, capability of ensuring stable supply, and other strengths. We accelerate initiatives in these fields. In addition to expanding applications of existing brush motors, we are driving the development and sales of brushless motors that are appropriate for proposing solutions including the provision of units and for various applications.

Mobility

In the mobility field, we will expand sales of our motors for mobile vehicles for widely used small mobility equipment such as AGVs (Automated Guided Vehicles), stair climbers, assisted bicycles, and senior cars.



Machinery

In the Machinery field, we will expand sales for factory automation by introducing controllers that enable our motors to run on AC power at production sites. We will also expand sales of Mabuchi Electromag's ultra-high speed motors for industrial power tools. In addition, we will expand sales of our units for agricultural machinery and lawn mowers, and other applications, by taking advantage of the waterproof nature of our units for mobile equipment.



Medical

In the medical field, we will develop new products and expand sales of small pump unit products jointly developed with Mabuchi Oaken and motors for artificial respirators jointly developed with Mabuchi Electromag. We will also promote the sales expansion of motors for power tools for surgical operations by utilizing those for group companies and sales channels.



2023 Sales
178.6
billion yen