

# Our Management Principle in Action Over Time

The Evolution of Mabuchi Motor: Application markets and global operations

## Expanding applications to hi

1947

the world's first high-performance horseshoe magnet motors development



### Automotive Products

1966	1975	1981	1987	1988	1989
Window Shield Washer Pump	Door Mirror	Door Lock Actuator	Air Conditioning Damper Actuator	Head Light	Power Window Lifter

### Consumer and Industrial Products

1960	1963	1966	1975	1980	1981	1983	1985	1987	1988
Limteleco Slide Watch	Camera Hair Dryer	Shaver	Cassette Teleco Home Stereos Wending Machine	VTR	Electric Drill Mini Printer	CD	Printer	CD-ROM	VTR Camera

1953	1967	1974	1989
Teaching Materials Toys Model	Underwater motor, S-1 released	Airborne motor A-1 released	Motors for ra (Good Design)


1946	1954	1971	1984	1986	1988	1990
Kenichi Mabuchi develops a motor for teaching materials	Tokyo Science and Industry Co., Ltd. was established. (Mabuchi Foundation)	The trade name was changed to Mabuchi Motor Co., Ltd., and the Matsudo Headquarters building was completed.	Shares are open to the public by over-the-counter registration	Listed on the Second Section of the Tokyo Stock Exchange	Designated as the first section of the Tokyo Stock Exchange	End of m production 100% ove production

### Japan


1946 Kagawa, Takamatsu  
1954 Tokyo, Katsushika  
Founded on the second floor of Nomura Toy's warehouse

1965 Chiba, Matsudo  


### East Asia

1964	1969	1979	1986	1987	1987	1989
Hong Kong, the first overseas production base 	Taiwan, Taipei	Taiwan, Kaohsiung	China, Guangdong	China, Dalian	Southeast Asia	Singapore (Representative office)

### North & Latin America

1965 America (Representative office)  
  
1977 America (Sales company)

### Europe

1968 Germany (Representative office)  


From centralized production in Asia to optimal development, production

# High value-added areas



## Contributing to Society through Products

- Setting devices and equipment free from electrical outlets and long cords
- Enabling our customers' products to be smaller and lighter, and to use less power
- Making products using our motors widely accessible through lower prices



## Contributing to Society through Business Activities

- Creating jobs in countries and regions where we produce and operate
- Contributing to local civic development by forming the core of industrial clusters
- Increasing added value in countries and regions we enter through the transfer of technologies across our bases

# and sales systems with the global five-pole business structure