

Manufactured Capital

Next-Generation Manufacturing with Unmanned Continuous Production

Executive Officer
and Senior General
Manager - Manufacturing
Headquarters
Toru SHIBASAKI



Standardization of manufacturing

Even if our strategy shifts to application-specific standards, our basic mode of thinking about standardization - applying a single motor to multiple applications wherever possible - will stand. Customers' requirements are diverse, yes. We pursue standardization of components that incorporates the technologies and know-how to meet the needs of multiple customers from the product design stage onward; along with standardization of production technologies and standardization of equipment, we deliver motors that can meet diversified needs. The Mabuchi group as a whole has a strong ambition of continuous improvement. By drawing on the strengths and capabilities of each of our bases and by sharing stories of improvement across our group, standardization of our manufacturing is sophisticated, and strengthens our manufacturing capital.

For 10 years, we have promoted "next-generation manufacturing" in the form of labor-saving, automation, space-saving, and production lines that can run even unmanned. Our thinking on standardization also infuses our equipment design. The automated machinery lines that form the basis of our next-generation manufacturing have shifted from automating and connecting individual human actions, to realizing a total optimization of processes right from the beginning; these are now achieving flexible production and space-saving. Reducing the space required for production, while raising the production volume of a factory overall, makes for manufacturing that can earn profits more easily through low cost and high efficiency.



Automated motor performance inspection machine

Management Policies for Overseas Operations

Mabuchi Motor is expanding overseas from a long-term perspective. To that end, we have set the following three points as "overseas base management guidelines" and are working to put them into practice.

1. To promote co-existence and mutual prosperity on a long-term basis.
2. Solidify the structure of international production lines that parallel the strengths of each branch, and preserve and expand international competition.
3. Promote the Mabuchi corporate culture of philanthropy and support the transfer of knowledge and technology.

Globally Integrated Production for Scale

The Mabuchi Group's 13 production bases around the world deliver an outstanding production capacity and a stable product supply. Bases with various strengths work together as a group to produce high-quality, low-cost motors.

Asia

■ Dalian Mabuchi



Motor factory located in northern China

■ Wafangdian Mabuch



Satellite factory in Dairen Mabuchi specializing in motor assembly

■ Jiangsu Mabuchi



Mother factory for motors for power windows

■ Jiangxi Mabuchi



Motor factory located in Jiangxi Province, inland China

■ Dongguan Mabuchi



Motor factory with R&D function and equipment and mold manufacturing function

■ Daojiao Mabuchi



Motor factory located in southern China

■ Jiangmen Mabuchi



Motor parts production plant

■ Taiwan Mabuchi



Plants that mainly produce equipment and molds for each Group base

■ Kaohsiung Mabuchi



Production plants for equipment, molds, and precision parts for each Group base

■ Vietnam Mabuchi



Mother factory for small motors for automotive electrical equipment

■ Danang Mabuchi



Motor factory located in central Vietnam

Americas

■ Mexico Mabuchi



2014: Established
2016: Mass production of power window motors for a Detroit 3 company
2019: Mass production of power window motors for another Detroit 3 company

Plant that supplies motors to various parts of the Americas

Europe

■ Poland Mabuchi



2017: Established
2020: Mass production of small motors for automotive electrical equipment

Plants that supply motors to various parts of Europe