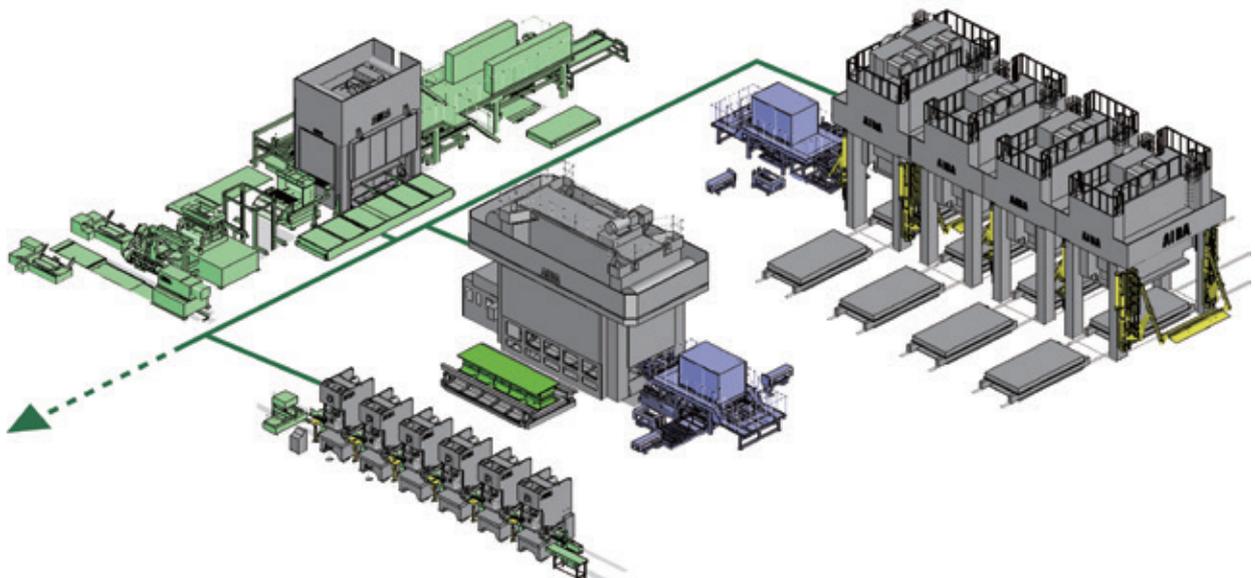




# Our Strengths for Driving Corporate Value

Our strengths lie in our unique technologies, product development capabilities, optimized solutions, recommendations, and meticulous after-sales service. Deploying these strengths, we aim to enhance corporate value in a sustainable manner by providing production lines optimized to meet our customers' manufacturing requirements.





## Technological and Product Development Capabilities

We have developed many press machines that were the first of their kind in Japan. For example, in 2002, we developed the world's first direct-drive servo press, and in 2008 we developed one of the world's largest servo presses (at the time), and we continue to evolve as a pioneer in press forming systems. Today, we offer a wide range of products that fully leverage the unique technological and product development capabilities we have accrued over the years to provide our customers with optimal manufacturing solutions.

### Continuing as a Pioneer in Press Forming Systems

In order to cope with changes in the ever-diversifying external environment, it is important for us to respond quickly to technological innovations, resource risks, and changes in customer requirements.

To achieve technological innovation, not only do we need to acquire new technological information at an early stage, we also need to promptly incorporate it in our products. We do this by devising, developing, and testing forming system application methodologies in order to further expand our knowledge. To address resource risks, we are focusing particular attention on activities to achieve the Sustainable Development Goals (SDGs). In this regard, we need to not only improve the efficiency of our equipment but also consider how to save energy and manpower and to protect the environment in our manufacturing processes, including transportation, as well as in our production lines. Customer requirements are constantly changing due to the above-mentioned technological innovations and resource risks as well as in

response to social factors. For these reasons, it is important to actively utilize both new and existing technologies to ultimately provide optimal systems for our customers.

We are strongly committed to the in-house development and manufacture of not only press machines but also a wide array of specialized automation, transfers, and control systems. We also have the flexibility to configure forming systems that utilize commercially available robots. We believe that having a wide range of technologies to meet the diverse requirements of our customers gives us the ability to create new products and we also believe that this ability is closely related to our unique strengths.



**Seiji Nakoshi**

*Deputy Block Manager of  
FA Production BL, Production Headquarters*



## Comprehensive Solutions

To address various challenges faced at production sites, such as the need to improve production efficiency and quality and to conserve energy, we need to revamp all of our production lines from a management perspective. With this in mind, we provide optimal forming solutions to our customers by recommending comprehensive press-based forming systems and auxiliary equipment (such as material feeders and automated transfers), and also by developing forming methodologies.

### Building Win-Win Relationships with Customers by Proposing Optimal Solutions

We receive a wide range of inquiries from our customers about not only presses but also about dies and factory automation (FA). In order to meet customer requirements, we have both a Die Section and an FA Section, and our strength lies in our ability to recommend comprehensive forming systems. For example, we recently received an inquiry about equipment to produce major components for electric vehicles. The customer wanted to use a tandem press line, but based on their target product and production volume, we instead proposed a transfer press. Having no experience with transfer presses, the customer was initially reluctant to accept the proposal, but we proposed a package that included post-delivery production support as well as operational support for the transfer dies and the transfer feeder. This dispelled the customer's concerns and enabled us to win the order.

We also prioritize testing to verify whether we are proposing truly effective solutions for the issues facing our customers. We believe that one of our strengths is our ability to consistently build win-win relationships with customers by helping them utilize our equipment in a way that satisfies their requirements and leads to favorable outcomes.

**Yuji Watanabe**

*Deputy General Manager of Precision Sales Promotion Department,  
Precision Production BL, Production Headquarters*





## Service and Support Capabilities

The foundation for our long-term relationships of trust with customers lies in our after-sales service of our presses and other products. These services include general maintenance, spare parts, and preventive maintenance for all our AIDA products. We also help customers reduce costs and increase the value of their existing facilities by proposing retrofits that include overhauls, accuracy and performance improvements, the addition of new functions, and equipment replacements and upgrades.

### Meticulous After-Sales Service that Benefits Customer Production Activities

The mission of the Customer Service Department is to provide as much support as possible through a variety of after-sales services so our customers can use their valuable equipment safely and confidently over the long term. To this end, we focus on our “Service 5S\*” in our daily activities to improve the quality of our customer service. This means providing comprehensive technical support that includes general maintenance and repairs, spare parts, overhauls, relocations, and retrofits of old machines to upgrade them with the features included in our latest models. In addition, our global service network has highly trained veteran service engineers who contribute to customer production activities overseas.

We carefully maintain the engineering drawings of products we have delivered to our customers, and we also manage historical information on past

projects, which enables us to effectively respond to any issues that may arise. With our extensive database, we are able to not only return existing equipment to its original condition by means of overhauls and repairs, we are also able to boost value-added content through retrofits.

\* **Speed** (immediate response, quick recovery, shorter delivery), **Safety** (prioritize safety, perform comprehensive post-repair driving tests), **Smart** (attentiveness, kindness, responsiveness), **Save** (reduce man-hours and cost, eliminate wasteful practices, recycle), **Smile** (serving customers with a smile, alleviating their concerns)

**Takeshi Inoue**

*Deputy General Manager of  
Customer Service Department, Service Headquarters*

