On-going communication with car makers
We strive to strengthen customer-oriented marketing communication activities, including concept tire-making and PRM, to develop and promote mutually beneficial relationships with car makers.

Promoting mutual trust through communication with car makers
Trust-based communication  To proactively respond to the requirements of car makers, we have promoted close relationships with them through business meetings and marketing communication activities. As a result, we received a Supplier of the Year award from General Motors in 2018.

Communication through partner relationship management activities and events  In 2018, we attended a Ford Motor Company fundraising event to combat juvenile diabetes and placed an ad in General Motors Magazine. Through two collaborative projects with Volkswagen, we presented future-oriented concept tires at the North American International Auto Show, Auto Shanghai, and IAA (International Automobile Ausstellung), which provided an opportunity to not only strengthen relationships with this company, but also to showcase our own technology. In addition, we invited European carmakers to DTM (Deutsche Tourenwagen Masters) as an official sponsor to further our business relations.

Communication through exhibitions and events  We have diversified a portfolio of our OE tires by supplying tires for 39 new cars, including Porsche Cayenne and Volkswagen T-Roc. At the same time, strategic promotion activities were conducted by placing ads on domestic and international newspapers and attending exhibitions, such as a trade show by Thomas Built Buses and the IAA Hannover.

Meeting the requirements of car makers
Corporate CSR activities are becoming increasingly important indicators to external stakeholders as well. One case in point is in the supply chain management of car makers. In 2018, about 61% of our CSR-related requirements from external stakeholders originated with car makers. We proactively responded to demands from major car makers including BMW, Ford, Volkswagen, PSA, Scania, and Honda in the areas of the economy, society, and the environment in order to promote communication with them. As a result, we were selected as a Highest Supplier at Renault’s Suppliers Awards for our efforts at sustainability management.
Strengthening product competitiveness
We are making every effort at technological development and quality enhancement to provide optimal products. Considering the tougher emissions criteria and rising technological requirements that we must face, we are focusing on developing high-performance tires, strengthening cooperation with global carmakers as strategic partners, and contributing to the overall growth of the auto industry.

Developing high-performance products that meet the requirements of car makers
Expanding the scope of eco-friendly tires As a result of our efforts to meet GHG emissions reduction requirements, we signed a contract with Hyundai Motors to supply tires for its Ioniq (BEV/PHEV). In addition, we developed tires that can contribute to enhanced fuel efficiency in line with the Worldwide Harmonized Light Vehicle Test Procedure (WLTP), receiving a positive response from both car makers and consumers. We also pursued cooperation with EV manufacturers to expand our OE business. Going forward, we will continue our efforts to diversify a portfolio of OE tires by entering new EV markets through business partnerships with manufacturers of future-oriented EVs, such as MicroSnap.

Establishing a zero-defect quality assurance system
We are conducting activities to improve the management of semi-finished and finished products, make pertinent investments, and strengthen criteria for ensuring zero-defect quality assurance. In particular, our focus is on the evaluation of organizations responsible for production, development, and management of quality issues and risks in order to identify potential risks across the entire process from development to production.

Employee awareness raising of quality
All employees on quality-related teams currently make a quality management pledge, but we are still continuing to expand the scope of annual awareness-raising training. In addition, a new on-the-job quality training program is being provided to strengthen employee capacities and quality assurance personnel are being assigned appropriately based on their job skills and performance.