

YAMADA VISION 2030



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The YAMADA brand is a testament to the technology to “Create” the future
Bringing joy to people and the earth
with the “CHIENOWA”

Management Policy



Become a company that creates what the world wants with technological innovation



Become a manufacturing company that protects the future of our earth



Become a company where everybody can achieve job satisfaction

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From its founding in 1946 to this day, YAMADA has continued to grow by refining its technological capabilities. This is a result of various efforts – not only its manufacturing technology but also the value provided to its customers, and the ingenuity and the spirit of challenge embraced by all its employees, even down to the work carried out by the indirect staff, in other words by turning “CHIE (knowledge)” into technology. We believe that the “CHIENOWA (Circle/Sum of Knowledge)” which consolidates the knowledge of each person under a framework of strong teamwork will continue to give us a competitive edge even in this age of once-in-a-century changes.

Joy

YAMADA hopes to remain a people-friendly and an environment-friendly company. As expressed in the words, “A company is its people” and in our Company Principle, we aim to become a company which values its coworkers, i.e. which respects diverse values and allows the individual to feel job satisfaction and inspiration and encourages all employees to shine. Companies also have a major responsibility be mindful of and contribute to the earth environment. We will fulfill this responsibility and contribute to global sustainability. YAMADA will continue to spread “Joy,” which is upheld in our Corporate Philosophy, to people all over the world.

Management Policy

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■ Underlying concept

YAMADA to date has been refining its “manufacturing technology” as a technology-oriented company.

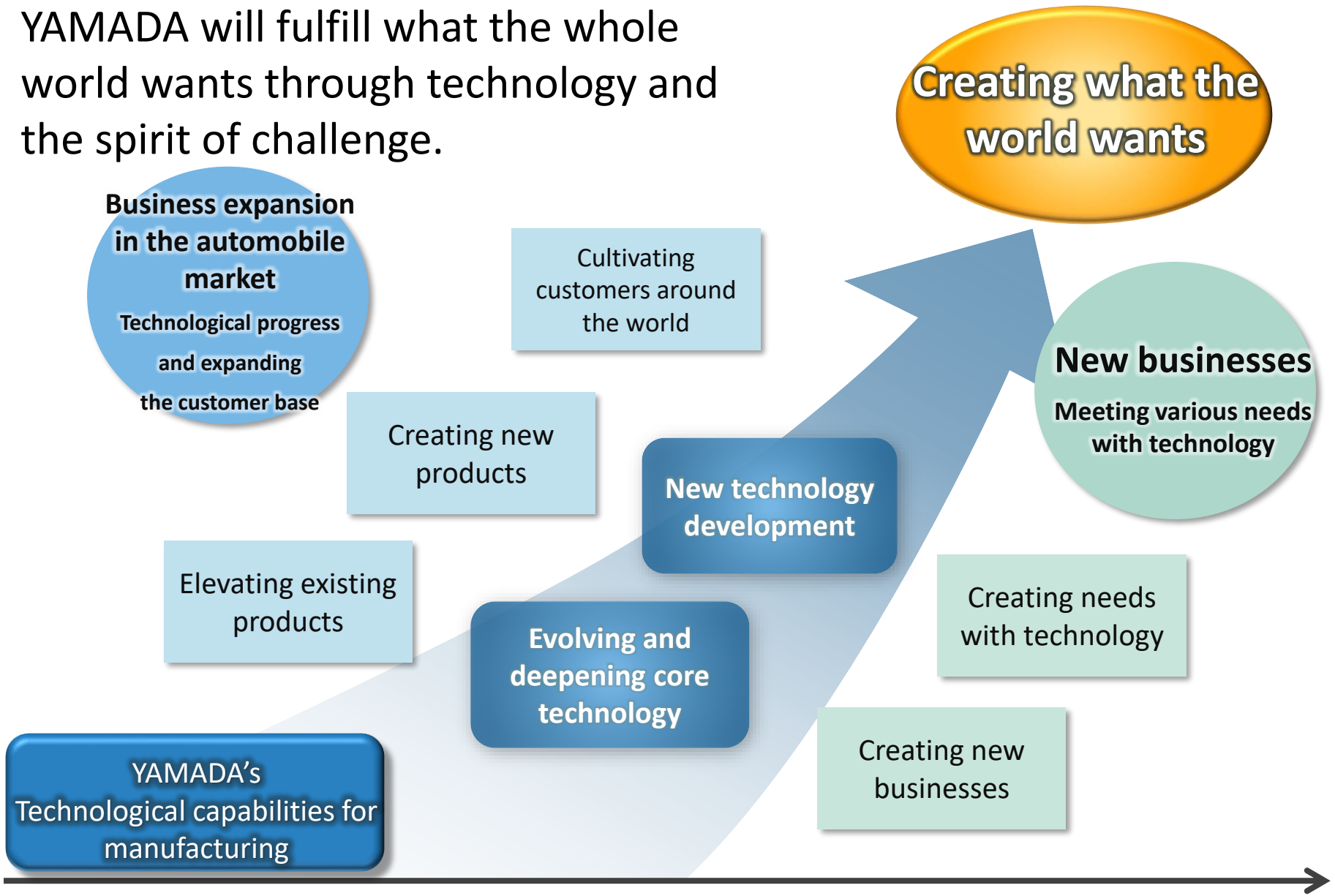


To fulfill what the world “wants” = attractive technology and products that anticipate needs, we are taking the challenge of “further refining our manufacturing technology” and “creating new technology.”

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YAMADA will fulfill what the whole world wants through technology and the spirit of challenge.



Management Policy


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■ Underlying concept

YAMADA, through its manufacturing technology, is proactively committed to environmental activities for the future of the people and the earth. In addition to reducing the CO₂ emission of automobiles through conventional products, YAMADA, as a responsible member of society, will contribute to the prevention of global warming by reducing CO₂ emissions in all corporate activities.

A close-up photograph of a person's hand holding a small, glowing green globe of the Earth. The globe is covered in water droplets and has several vibrant green leaves sprouting from the top. The background is a soft-focus green field, suggesting a natural, outdoor setting.

**To continue being a people- and environment-friendly company.
This is our hope and the source of our pride.**



Become a manufacturing company that protects the future of our earth

Reducing CO₂ emission, a major cause of global warming, has become a global challenge. Solving social issues as epitomized by the SDGs is an extremely important mission placed on companies and YAMADA also needs to address this issue as a priority.

In terms of reducing automobile CO₂ emission, we are contributing to the earth environment by reducing CO₂ in the product-manufacturing process, based on the concept of Well-to-Wheel.

SDGs



17 goals which need to be addressed on a global level in order to achieve a sustainable society

Priority goals which YAMADA needs to address as a manufacturer

12 つくる責任
つかう責任

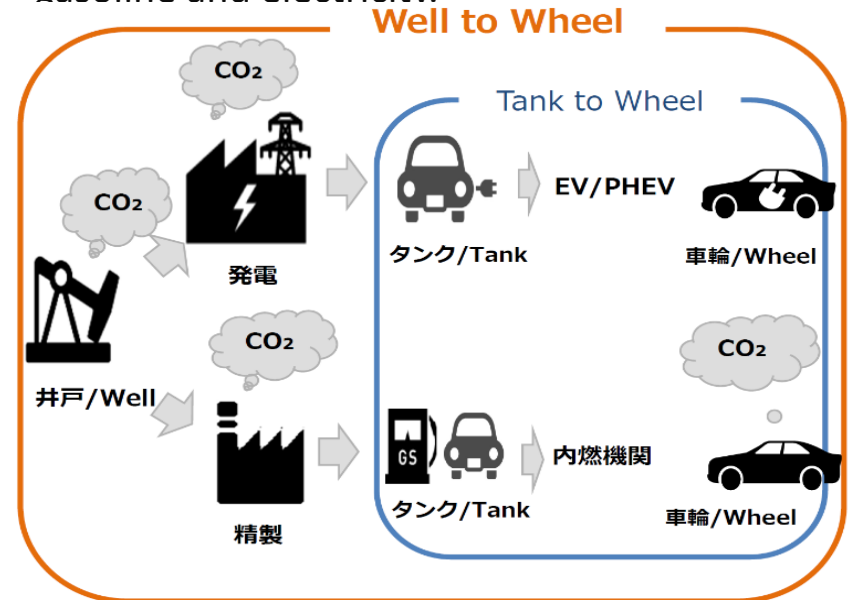


13 気候変動に
具体的な対策を



Well-to-Wheel

It is important that we reduce automobile CO₂ emission starting from the process of making gasoline and electricity.

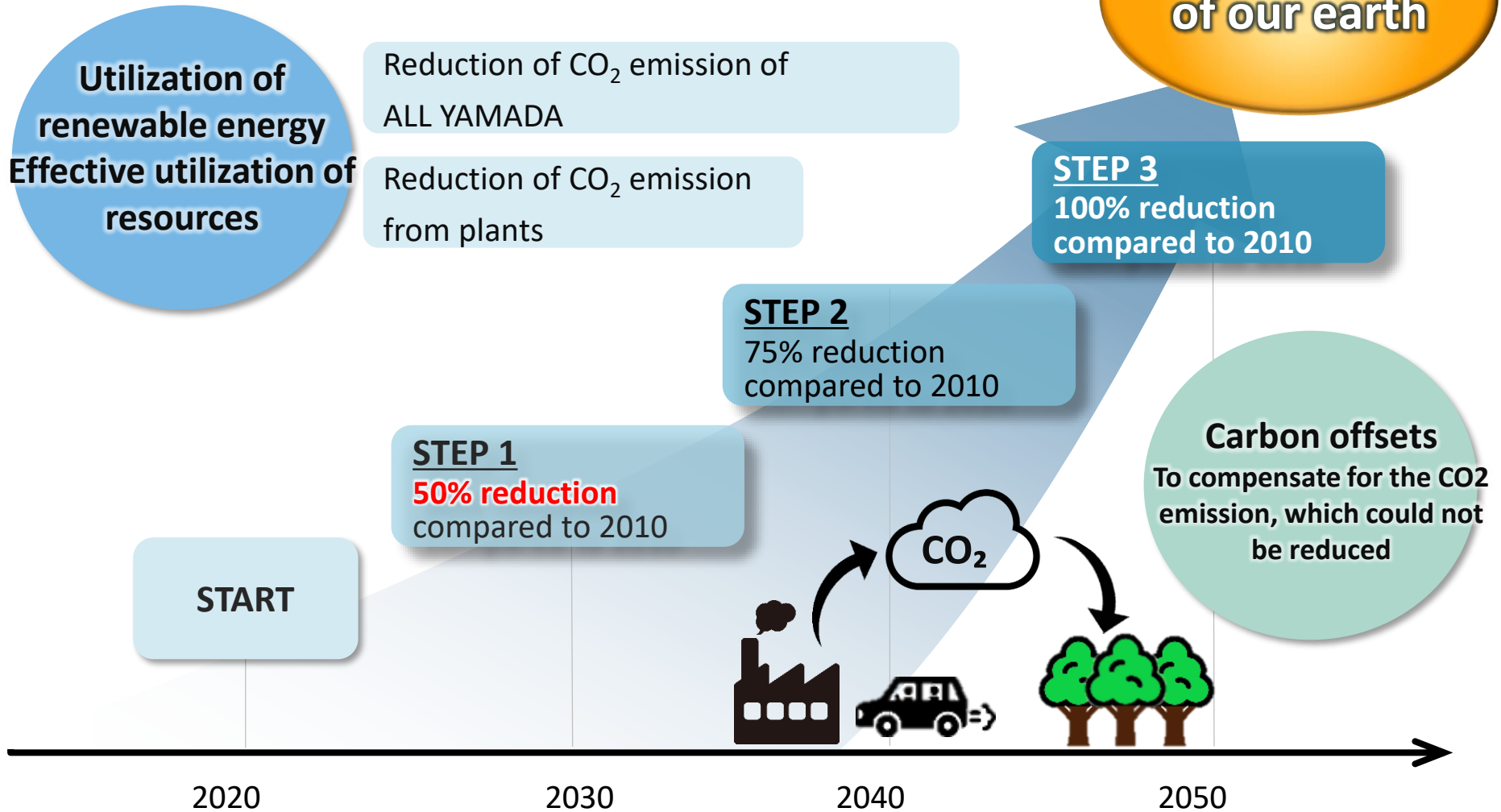


Source: Website of the Ministry of Economy, Trade and Industry of Japan (<https://www.enecho.meti.go.jp/about/special/johoteiky/xev.html>)

Become a manufacturing company that protects the future of our earth



YAMADA will fulfill its corporate social responsibility based on the concept of Well-to-Wheel



Management Policy

Become a company where everybody can
achieve job satisfaction

Become a company where everybody can achieve job satisfaction



Underlying concept

YAMADA must be a company that respects the “We,” which we have valued since our founding. In our work which changes with the times, we will continue to recognize the diversity of self-fulfillment and aim to build a company where the individual can feel joy, pride and job satisfaction, in other words, a workplace where each worker is encouraged to shine.

YAMADA WAY

45/48

【社 是】

優秀なる品質の製品を
低廉なるコストにて生産し、
以て社会に貢献すると共に
我々の生活を繁栄させる

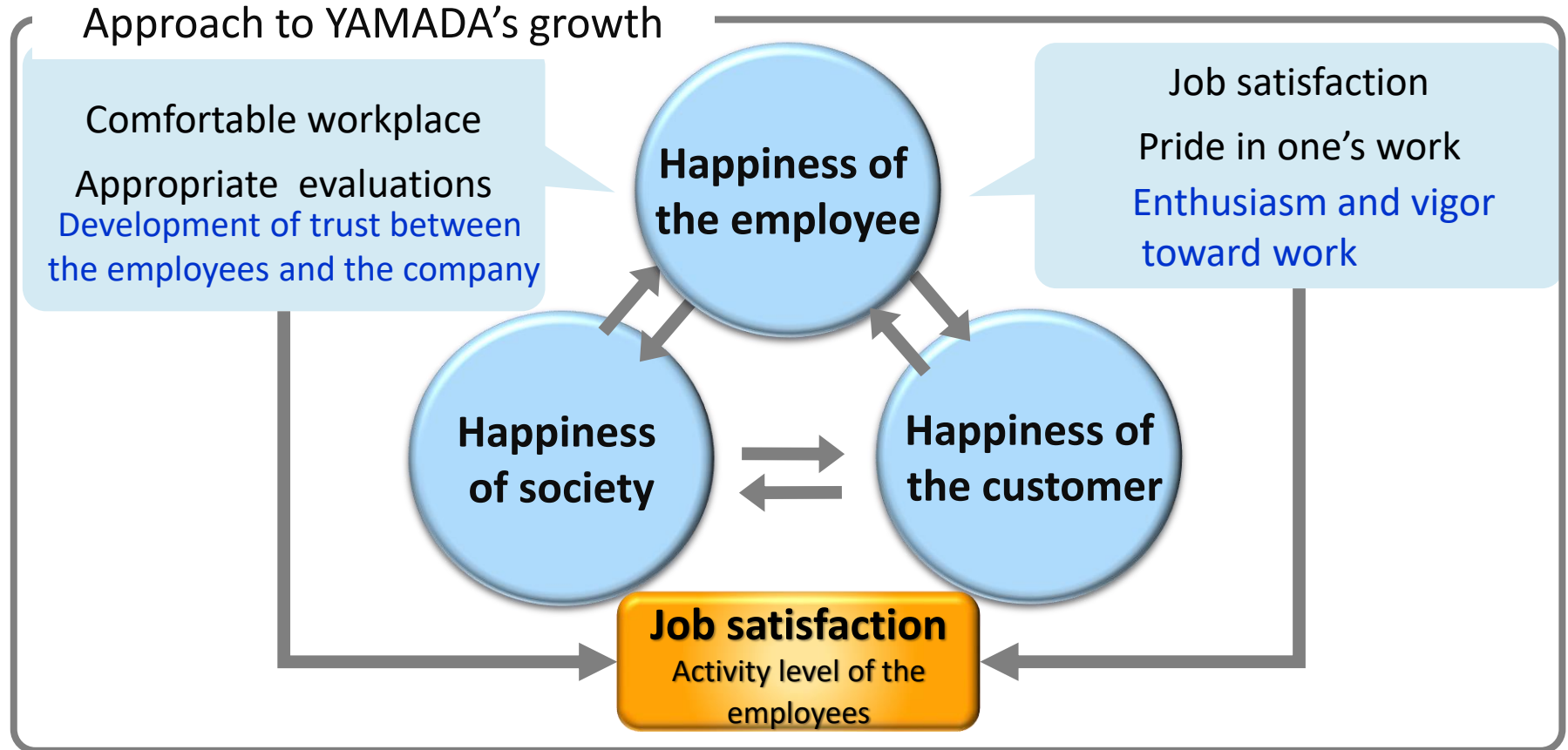
“the prosperity of our lives” is also articulated in YAMADA’s raison d’être (Company Principle) .



Become a company where everybody can achieve job satisfaction



There has been a growing global trend to value job satisfaction. The creation of job satisfaction targeted by YAMADA should not become a unilateral measure forced on its employees. It goes without saying that individual job satisfaction is the source of YAMADA's growth and its value. Accordingly, we are committed to the enhancement of "job satisfaction," which is formed on the basis of trust between the company and its employees.



Become a company where everybody can achieve job satisfaction



YAMADA will achieve corporate growth through the improvement of job satisfaction for all its employees.



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The once-in-a-century stage has
been set

