

Efforts to create a company that can continue providing better products and services

*HighLight*

## We constantly promote quality improvements that form the foundations of TQM (total quality management).



We aim to create value for customers and continue to maintain and improve them based on our basic quality policies. To this end, we encourage all our employees to stick to our quality-oriented products and services through development of personnel, product manufacturing and systems.

To mark a new three-year round of the sixth medium-term management plan, a lecture and panel discussion was held during the Quality Month in fiscal 2012 on the theme of NGK SPARK PLUG's quality-oriented management and evolution.



**voice**

**Toshiki Sawada**  
Quality Control Group

The Quality Control Group cooperates with other divisions in promoting quality improvement activities in various areas, thereby pursuing quality-oriented management to improve the quality of the company. Our strong sense of mission as a quality-focusing manufacturer means that we continue to provide safe and secure products to our customers.



**Mariko Muramatsu**  
[ Quality Control Group ]

Building quality level foundations for the NGK SPARK PLUG Group!

### Quality education

We provide a wide range of QC education and training programs on quality control, management techniques, QC circle activities, quality management systems, measurement management, etc. We also offer practical guidance and support to our employees to ensure that the knowledge gained through these programs is utilized in the workplace. As part of our activities to enhance quality awareness, increase the motivation of our employees and promote quality education, we hold events including quality-related exhibitions and lectures on quality. We also provide practical guidance to our suppliers to promote quality education and solve problems, aiming to encourage them to deliver higher quality parts and materials by implementing continuous quality improvements.



## ○NQC activities (small-group activities)

We make effort to solve problems and issues which we are facing in daily work. As a means of it, we promote "NQC Activities," which refer to QC circle activities\*, throughout the company with the aim of personnel training and improving workplace skills.

During the "Quality Month" which is in every November, the company presentation meeting for accomplishment done through NQC activities are held, and the President's Award goes to the circle in recognition of best practices. At the company improvement practice presentation and award ceremony held on every June, commendations are given to small groups implementing excellent NQC activities in daily operations throughout the year and also to groups achieving outstanding improvement practices outside of Japan.

We strive to activate NQC activities and improve quality by reinforcing the promotion organization, creating activation teams of QC circle instructors, and encouraging employees to participate in presentation meetings and training programs outside the company.



Masae Takahashi  
[ Quality Control Group ]

I will provide support for NQC activities that are designed to personnel training through hands-on training.



### Kazuhiko Noro

Quality Assurance Dept.,  
Semiconductor Division



I belong to the secretariat of the Division Committee. With the basic principles of the QC circle activities, "For Yourself, For Your Colleagues and For Your company" constantly in mind, I started focusing on face-to-face activities in meetings three years ago. When individual small groups engage in QC circle activities, I give them direct guidance and assistance so that communication in the workplace changes for the better.

In fiscal 2013, I will join the NQC activity activation team as a QC circle instructor and become involved in building a new system and framework aimed at enhancing quality of NQC activities.

## ○For safe and secure use

We use opportunities provided by various exhibitions and auto races to directly communicate with customers at the venue by displaying our products and technologies. In doing so, we are able to keep abreast of the ever-changing needs of our customers. In addition to the opinions of customers gained through communication, inquiries and complaints about our products and services provide us with valuable information. Our sales division acts as a liaison with customers. The quality assurance division then works together with the technical division to respond quickly and take action on the inquiries and complaints, thereby improving our products and services. We make it a rule that any product defect we have detected that could cause harm to customers is immediately announced to the public via our websites, and through the media. We simultaneously implement countermeasures against the defects to protect all our users.



Charge-free product replacement and safety measures ( For details, please refer to our websites. )

● Replacing spark plugs for races free of charge

(Japanese only)

● Implementing safety measures free of charge with indoor temperature/humidity sensors and indoor humidity sensors