



Responsibilities and Actions for Stakeholders

With Our Customers

Our company is able to continue its business activities through the manufacture of goods and the subsequent purchase of these by customers. We are always aware of creating the best value for customers, and strive to provide products with the quality, price, technology, and safety that customers demand, always on schedule.

CSR Policy

► Corporate Quality Policy

We are committed to “Customer focus”, “Involvement of all members”, “Continuous Improvement”, to provide “Quality Products” to the society, and create new value.

Expectations and demands of customers



Making customers
Happy
by meeting the above

Running “Quality Activity Events” Year Round

We run quality management events year round, not only in Japan’s Quality Month which is held every November. Our quality expos are held at all the sites of group companies in Japan and are visited by more than 5,000 employees each year. We established the expos as an opportunity to share our approach to quality as well as the diverse quality-related initiatives in workplaces. In addition, we work to maintain and enhance quality through a range of events such as raising awareness about quality through collection of quality slogans and attendance at lectures on quality, evaluation of the results of activities at QC Circle workshops, and promotion of problem solving through tours of inspection by local senior management, including overseas business sites.



A quality expo

Quality Training Raising the Quality of Our Manufacturing



Quality training

We are working to develop our human “assets” as “making things is making people.” We have established training programs that include quality control and QC Circle Activities, and many of our employees attend these programs. We are also further strengthening more advanced support activities at sites. We expect that training participants will gain significant awareness by revising points on techniques through familiar themes in addition to spreading this awareness to the employees around them.

▶▶▶ Voice of Our Training Leader Moving from Knowing to Being Able to Use Quality Knowledge

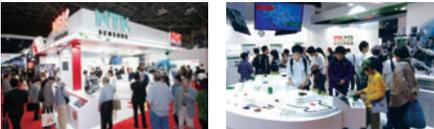
Fujii
Corporate Quality Management Div.

In our quality training programs, we hear feedback on being able to acquire knowledge such as “I obtained new knowledge” and “I found out about points for analysis.” We are providing practical instruction on the themes of individual employees in order to turn this knowledge into something that can be applied to practice. Going forward, we will continue to enhance the quality of products and work through the development of human “assets” with the ability to apply quality knowledge to practice.



Communication through Exhibitions and Events

We make sure to have PR booths at exhibits and motor sports events. These provide valuable opportunities that allow us to meet with customers and explain our products and technologies directly, and we also use these opportunities to identify constantly evolving needs.



<44th TOKYO MOTOR SHOW 2015>

We used exhibited diorama of towns where people live to explain our products and technologies which are widely used in motorized societies in a way that was easy to understand with the theme “A dancing heart, driven by NGK.”



<PR booth exhibits at race circuits>

In fiscal 2015, we exhibited a total of six times in PR booths at race circuit venues when motorcycle and automotive racing events were being held. In addition to introducing our products to motor sport fans, we held stage events that included bingo games and spark plug replacement experiences in which many customers took part.