

What's Next?

RESPONSIBILITY

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Research and Development

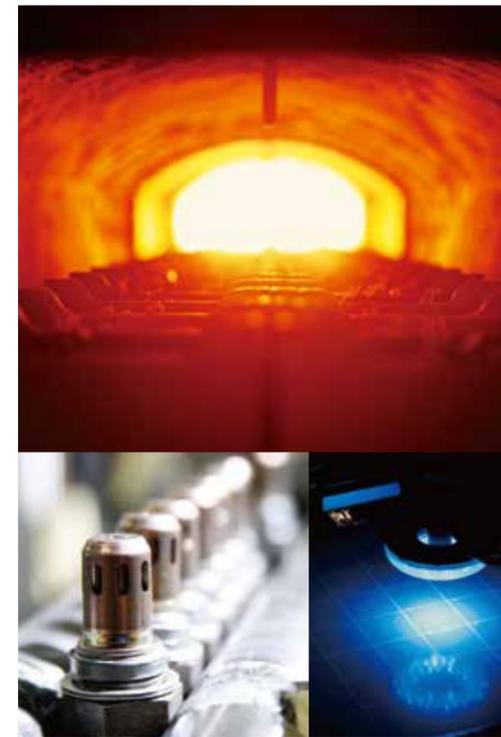


**For our lifestyles,
future generation and
the global environment,
our technologies
continue to evolve.**

With the purpose of research and development at NGK SPARK PLUG being to “discover social needs and express them in concrete form,” we are progressing with advanced and highly varied research, including research into elemental technologies to development of new materials and process technologies. We have been focusing particularly in recent years on fuel cell batteries, hydrogen products, and other innovative technologies to help us find solutions to our environmental problems. With the next generation in mind, we are promoting research and development of fuel cell batteries, hydrogen products, nanotechnology, biotechnology, and other technologies expected to help the environment.

RESPONSIBILITY

Monozukuri



**“Go a Step Further in Manufacturing.”
Our leading-edge, high-quality
products are based on this spirit.**

Providing our customers with superior quality products when they need them requires highly-reliable production engineering. Since our beginnings of a company, we have worked to incorporate labor-saving and automated processes, continually reducing cycle times. Now and in the future, we aim to “Go a Step Further in Manufacturing” to increase the quality of our “people, products and system.” Additionally, we are taking the “quality first” approach further yet with construction of a global optimized production system capable of providing a consistent standard of quality, regardless of which of our global production sites are used.

RESPONSIBILITY

Quality Control • Employee Education



**The assurance of quality
is the proof of a global brand.**

The quality control system that underpins safety and reliability is both the manufacturer’s responsibility and the assurance of its brand. NGK SPARK PLUG has acquired certification in the global standard ISO 9000’s for quality management systems in all of our fields of operations and ISO/TS 16949 certification in the automotive field, and we will continue with our plans for certification at our sites overseas as well. We have established a system based on the concept that “quality must be built in a process from development to production.” This system and our thorough inspections realize total quality management not only in products but also in delivery and service. Adopting the view that “MONOZUKURI Education & Training Center” we are also placing emphasis on human resources development.