

Three elements constitute our corporate philosophy.



Management Policy

We offer a working environment in which each one of us is encouraged to make full use of his or her personality and capability. With all our power we are dedicated to pursue management based on trust and confidence.

Respect for Personality and Capability

For sound development of business we create a corporate climate for our employees to utilize their personality and capabilities at their optimum level. An excellent environment creates the original technology which is the most important, and fosters the formation of a rich personality.

Concentration of All Our Power

The activities of individuals are organized efficiently to carry out strategic management.

Management based on Trust and Confidence

Our company has been supported by a large number of people connected with us. All the trust and confidence we have enjoyed is our great asset. We read the trend of the times to keep one step ahead. We intensify further the trust and confidence in us by honest management.

Commitment

With full use of the most suitable technology and our accumulated experience, we continue striving to offer new values to the people of the world.

Contribution to Society

We believe it our mission to offer people new values with the excellence of quality required for the time.

Activities in the Global Perspective

We aim to become a company loved and popular among people all over the world through our global operations.

Technology and Customer Orientation

We aim to be a leading company that continues to develop and offer original and creative products at the right time. We challenge new fields using our experience gained in the ceramic business.

Slogan

With established trust and confidence inside and outside the Corporation, we aim to contribute to the peoples of the world by creating and putting at their disposal new values for the future.

Action Guideline

Ever onward ! Always mindful of what is the best course, we swiftly put it into action.

Positive Advance

Not content with things as they are, we always make an attempt to achieve new objectives. We are convinced that a continual and positive stance constitutes our driving force.

For the Best

Setting our mind at all times to what is the best, we try to advance and improve ourselves.

Speed in Action

We keep up with changes with the right judgment and speedy action.

Primary Products

Automotive Components Group



Spark Plug
Iridium Plug



Glow Plug



Zirconia Exhaust Gas Oxygen Sensor



Zirconia Exhaust Gas Oxygen Sensor for Motorcycle



Wide Range Temperature Sensor

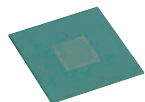


Knock Sensor

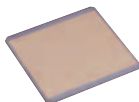
Technical Ceramics Group



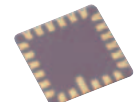
Crystal Device and SAW Filter Package



Organic IC Package



Substrate for Wafer Tester



Camera Module Package



LED Package



High Frequency Package



Ceramic Inserts



SS Tools



Throw-away Drill



Milling Cutter



Bio Ceramics



Oxygen Concentrator



Electro-Static Chuck



Ceramic Tube for VCB



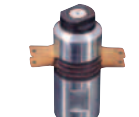
Ball Bearing



Dielectric Resonator



Ceramic Heater



Ultrasonic Transducer

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Editorial Policy

The digest version of our CSR Report 2013 has been edited to give our various stakeholders an understanding of the CSR activities implemented by the NGK SPARK PLUG Group.

Website Version

Our daily CSR activities

Digest Version

Highlights of fiscal 2012

The Digest Version reports primarily the highlights of our CSR activities.

For more detailed information, please visit the following website:

<http://www.ngkntk.co.jp/english/csr/>

Explanations of terms marked with an asterisk (*) are given on page 30.