

Customer Relations and Community Involvement

【 Customers Relations 】

Aisin Seiki develops products to meet customers' needs.

Aisin Seiki makes every possible effort to produce products that satisfy and appeal to our customers based on, Quality First. On every step from product planning through sales and service, we have clear assurance standards to conduct Total Quality Management (TQM) and provide products of good quality. We obtained certification under ISO9000/QS9000 in 1997, and we have established our quality system to conform ISO 9000.

Quality Assurance in the Processes of Development and Design

In the processes of development and design, we conduct investigations of planning and design on suitable occasions based on the quality system. In order to ensure quality of design, we conduct sufficient reliability tests. We ensure reliability through tests and evaluations for not only components themselves but also the entire vehicle and under the conditions where they are actually used.

Repeated stringent tests create high quality.



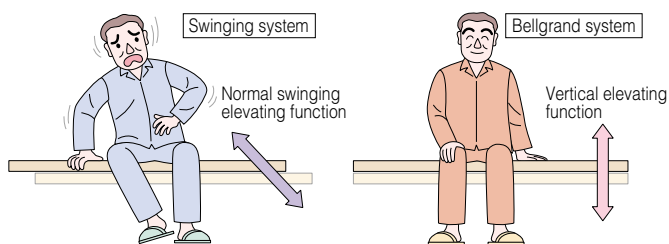
Durability test on a looped rough road track

Requests from customers are reflected in product development.



Self-support reclining bed called the "Bellgrand."

Comparison of an elevating system for a self-support reclining bed



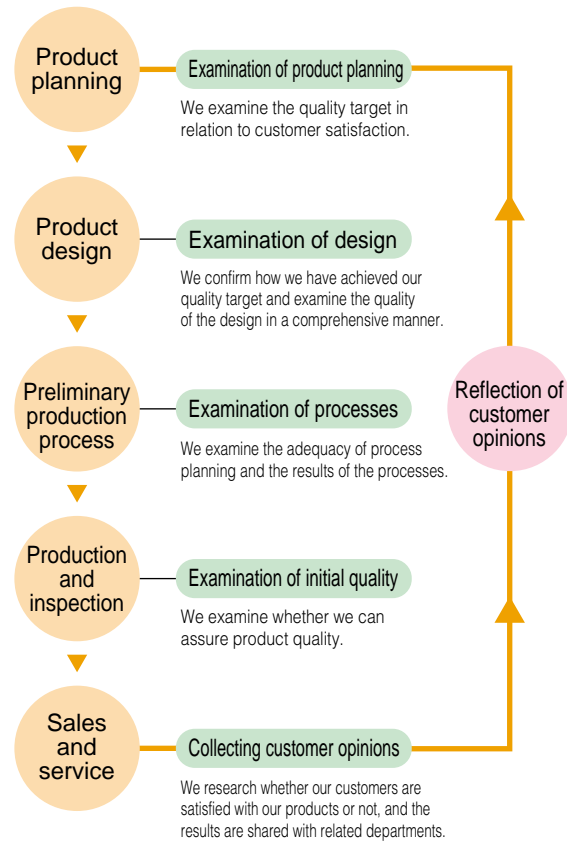
•We introduced the vertical elevating function which stabilizes a person's posture.

The mainstream swinging elevating system makes a person's posture unstable since the swing might make the person lose their balance. The Bellgrand vertical system can help people maintain a stable posture since the bed body elevates vertically.

Quality Assurance in the Production Process

In the preliminary production process, the adequacy of process planning and the results of the processes are examined. For mass production, after confirming that we can assure product quality as a test of initial quality, we maintain and manage the process by manufacturing products with the Toyota Production System including just in time and automation and various methods of quality control.

Flow of quality control system



Mr. Ito, Group Manager of the Bed and Livelan Department, asking customers for their requests in Aisin's Asleep Gallery. <Left>