

Press Release



TOYODENSO CO., LTD.

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TOYODENSO Group has redefined its Corporate Philosophy

Toyodenso group has redefined its Corporate Philosophy on its 75th anniversary today.

The previous corporate philosophy was established in 1998 and has remained unchanged ever since. However, for the Group to prosper in a dramatically changing world, we have redefined our corporate philosophy by reflecting the way we aspire to be and returning to founder's spirit.

We have also reconceptualized the TEC logo, which has been used as the Company's symbol and trademark since our founding with the meaning of our corporate philosophy and clarified its position as the symbol of Toyodenso group.

Toyodenso group will continue to take on challenges in order to respond to changes in social and economic situations and to contribute to the future society.

(Attachments)

Toyodenso Corporate Philosophy

Thoughts behind TEC logo

Toyodenso Corporate Philosophy

Harmony is the key to our philosophy
With safe and reliable technology,
Products inspired from our dream,
We will contribute to the society of the future.

TEC Logo

Our logo embodies our Corporate Philosophy

Expressing a sense of speed



The points of our "E" represents our cutting edge,
innovative technology and products

The "T" represent soaring
toward the future

Contribution to the society of the future.

The circle in our "C"
represents the peace and
sustainability of our
company

Harmony

Safe and reliable technology / Products inspired from our dream