

Involvement in Local Communities

Aiming to become a *trustworthy, respected corporate citizen*, we are engaged in activities for cooperation and coexistence with all the communities in which we have offices and plants. As a company in the automotive industry, we are naturally making an effort to improve traffic safety in such communities, but in addition we are hosting youth study tours and contributing to sports activities to foster the healthy growth of young people.

Traffic Safety Education

We are pouring our efforts into traffic safety education. First launched in 1987, the "Love on Valentine's Day" strategy celebrated its 21st year in operations last year. On every February 14th (that is, on Valentine's Day), we visit kindergartens and nurseries in our local communities and provide traffic safety education. On "Zero" Days (days ending in "0", or in other words on the 10th, 20th, and 30th) of each month, we stand at street corners and appeal to drivers to stop at yellow lights. This activity, called the "Stop on Yellow" campaign, and other activities of ours are regular sights in the community. In addition to these activities, we hosted a "Bicycle School for the Elderly" in fiscal 2007 on the athletic fields of our company with support from the Inazawa Police Station, fueled by our concerns over the mounting number of accidents involving elderly bicycle riders. We were also engaged in a number of activities as part of the Campaign to Eliminate Drunk Driving initiated by the Toyota Group, in which we distributed pocket warmers in front of Konomiya railway station to promote safe driving.



Love on Valentine's Day



Stop on Yellow Campaign



Bicycle School for the Elderly



Campaign to Eliminate Drunk Driving

One of the pocket warmers distributed during the Campaign to Eliminate Drunk Driving

Contribution to Sports

We actively support corporate-sponsored sports. We have a volleyball team named Trefuerza in the V-Premier League and a basketball team, the Scorpions, in the JBL. Both clubs take advantage of the free time during their off season and before matches start to spend time in the community doing sports. For example, Trefuerza coaches junior high school students in local communities in their time before their V League matches start. They also provide volleyball classes in the cities of Inazawa, Tokai, and Komaki during their off season. In the city of Himi, in Toyama Prefecture, which is like their second

home turf, Trefuerza has been running a class for everyone from elementary school children to mothers. The Scorpions held a clinic (i.e., a class) in fiscal 2007 for about a hundred elementary school children in Aisai City. They also coached junior high school students from the cities of Inazawa and Gifu.



Collaboration with School Education

Our plants are aiming to be more open to the community. As part of such efforts, we have been holding "plant tours" for local elementary school children and "on-site hands-on training programs" for junior high school students. In 2006, we held a three-day program on the request of one local school, Haruhi Junior High School. In this program, students were briefed on the company and the work there, received health and safety education (which we regard as very important) in a facility where they can experience simulated accidents, and then experienced actual work. Students praised the program with comments like "I learned how hard and how fun it is to work. It was a valuable experience."



An on-site, hands-on training program for junior high school students

[Wheelchair Doctors]

For ten years in a row, some of our employees have voluntarily been meeting once a month to visit nursery homes and hospitals in Inazawa City to fix wheelchairs. Since fiscal 2007, high school students from volunteer work clubs in Inazawa have been working together with us. These high school students are involved in "Flying Wheelchairs", which is a movement to send wheelchairs in Japan to disabled children in Asian countries, and they joined us in order to learn how to do repair work and more.



Topic 1

Donation of an LED display to Akasaki Institute, Nagoya University



In 1986, with the guidance of Nagoya University Professor Isamu Akasaki and help from Toyota Central R&D Labs, we started researching "gallium nitride-based semiconductors" for blue light emissions. In 1987, we were commissioned to develop a blue LED by the New Technology Foundation (Shingijutsu Zaidan), currently the Japan Science and Technology Agency, Independent Administrative Institution ("JST"), and in 1991 our project received Recognition of a Successful Development from JST. The blue LED is a successful example of industry-government-academia collaboration-in our case, between us, JST, and Professor Akasaki. Akasaki Institute, which saw its completion in October 2006, was built by Nagoya University in order to praise and honor the academic achievements of Professor Akasaki as well as to contribute to society overall by carrying out innovative cutting-edge academic research as a base for industry-government-academia collaboration. The Institute houses a display space and research & development laboratories for next generation technologies.

To show our appreciation to Professor Akasaki, we donated a 160 inch LED display that features our LED module. This LED display was placed in the display space on the first floor.

Topic 2

Launch of the Ichinomiya Invention Club for elementary school children

The mission of this club is to provide a setting that will nurture the dreams and passion for inventions and technology of the next generation of young boys and girls by letting them experience the act of creating something, by means of which they are expected to grow into creative human beings. In response to the mounting desire for a new invention club in the Owari Area, the Ichinomiya Chamber of Commerce and Industry launched the club in April 2007 with the support of local companies like us and from the local board of education. Forty-seven children (grades 4 through 6) from elementary schools in the city joined the club in the first year and they are going to go through creative programs such as making arts and crafts using everyday materials, making crafts with wood, and constructing robots equipped with motors. The club also has plans to send the children's

handiwork this autumn to the National Exhibition for Invention Clubs for Schoolchildren and to the Concours of Schoolchildren's Inventions. We have been providing support for the club's launch since fiscal 2007 and our retired employees are currently working together with retired teachers of Ichinomiya City as advisors for the club.

