

Principles of Management

Our company's mission is to contribute to the evolution of society and the welfare of humankind through the performance of its business.

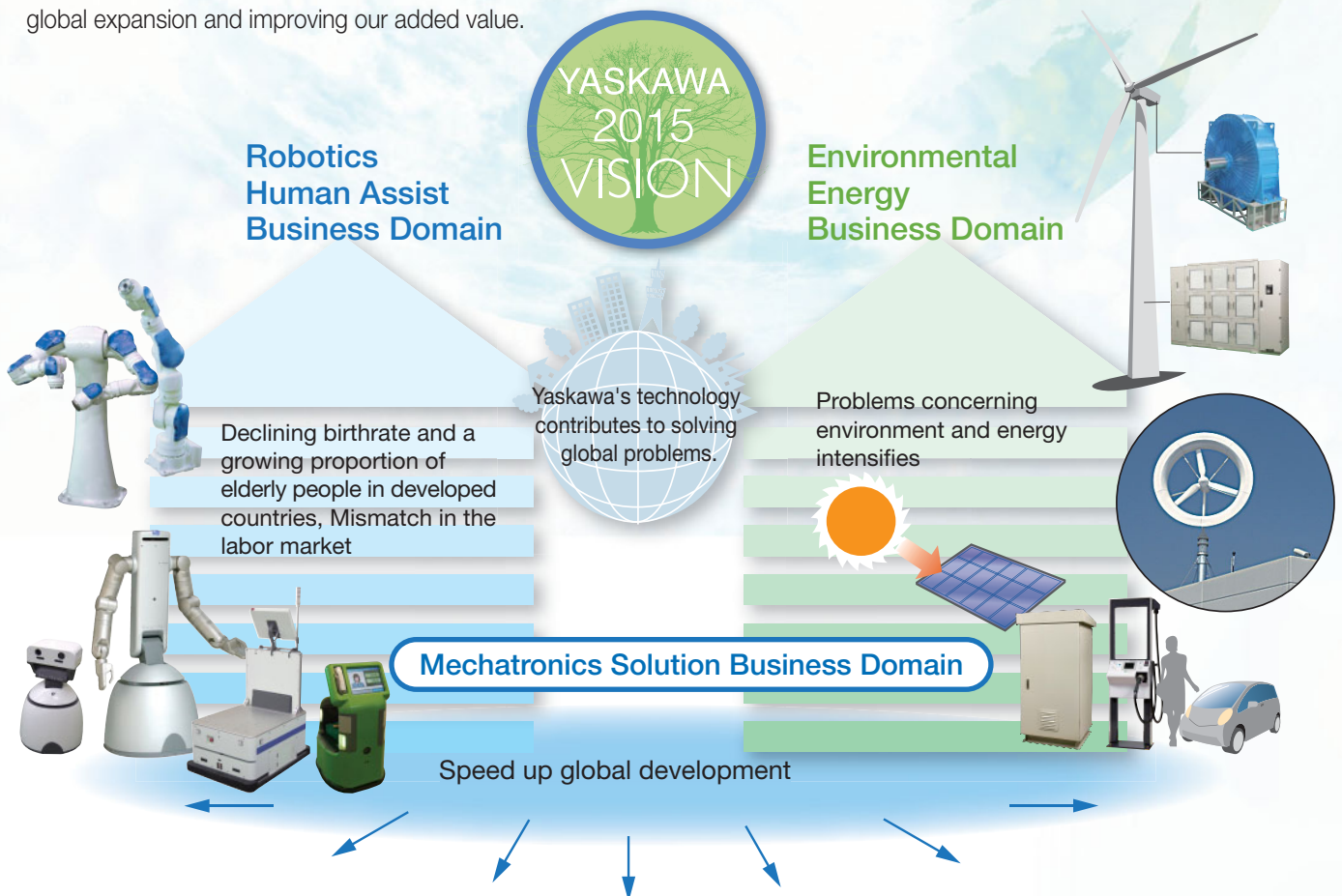
In order to achieve this mission, we particularly affirm the following three principles and will endeavor to realize them.

1. To emphasize the importance of quality of products and constantly develop and improve technologies in which we can take pride throughout the world.
2. To improve the efficiency of operation and secure profits necessary for the survival and continued growth of the company.
3. To endeavor to keep a market-oriented attitude, to meet the needs of the market and do our utmost to serve our customers in the best way possible.

2015 Vision

Yaskawa Electric was founded in 1915. The Corporate Charter that we formulated and published in 1979 clearly expresses in our management philosophy the same sense of the company's mission that we have held since our founding. Our 2015 vision, which is oriented toward the company's 100th anniversary, declares that Yaskawa will realize this management philosophy by using the company's core technologies to seek solutions to emerging issues that are on a global scale.

This vision calls for us to take "robotics human assist" as our core domain, with industrial robots as the nucleus of the business, and to create a market for robots that coexist with people in fields that are closer to human concerns. In the environmental energy business domain, we will promote business in terms of both energy conservation and energy-creating by the practical application of Yaskawa AC drive technology to date, and will build this into another key business domain. In the mechatronics solution business domain, which supports these activities, we will make our earnings grow by accelerating global expansion and improving our added value.



Global Unification of the Logo



Yaskawa created a global logo in fiscal year 2010 to serve as a symbolic banner more closely uniting all Yaskawa members in furthering the realization of this management philosophy and this vision. This unified logo was adopted by the entire Yaskawa Group in Japan and overseas. The "beauty Y" mark, a symbol passed down since 1991, expresses the Yaskawa corporate posture of advancing technological innovation while placing value on harmonizing the hard (technology) and soft (people) aspects of business.