

We aim for customer satisfaction by putting quality first and assuring safety and security.

One of the mainstays of our management philosophy is emphasis on quality. This was originated in the founder's beliefs, and the tradition continues today. As a polar precept, it is stipulated in the employee code of conduct. The Yaskawa Group aims to achieve total customer satisfaction (CS) by offering not only the quality of products but also quality of service and solutions tailored to the customer's needs.

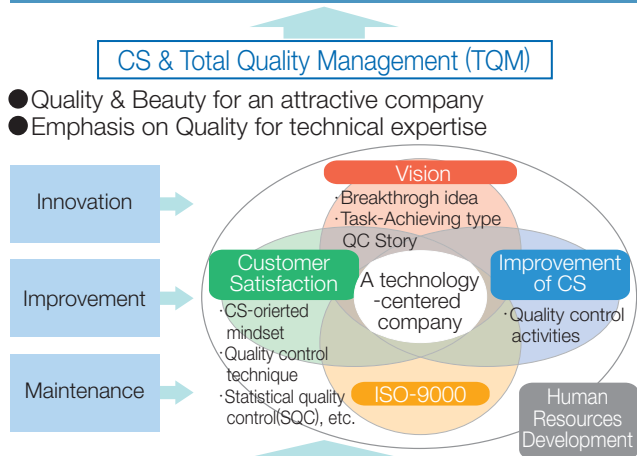
Programs for Delivering Satisfaction

Practicing Management Based on CS Principles

Yaskawa Electric aims for the improvement of our corporate value through management based on CS principles. This will lead to the greater emphasis on placing the customer first by following Yaskawa's Plus One Principle* when prioritizing quality. We are also holding interactive gatherings between executives and employees, among other such measures, to disseminate the CS philosophy.

CS-based Management and Quality Assurance

How to Improve Customer Satisfaction (CS)



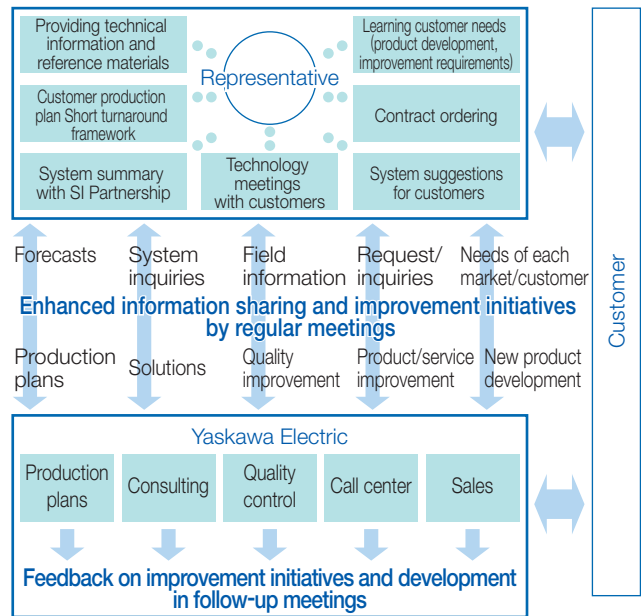
Action Guidelines: CS / Plus One Principle
 To demonstrate powerful leadership, to aim high, to welcome changes, to move without boundaries, to have a strong volition to learn, to have zeal to work, and to simplify things.

* The Plus One Principle:
 A principle that advocates providing service or support above the level that the customer requires so that one not only earns the customer's gratitude but also ends up solving problems of the entire organization as well as those of one's own department.

Taking Customers' Opinions into Account When Doing Business

Yaskawa Electric believes that sharing information with our customers in partnership with our representatives and having our salespeople hear customer opinions directly are very useful, since customer opinions can help us improve our business activities. We also hold periodic meetings (four times a year) with our representatives to exchange views, while our divisions hold follow-up meetings once a month, as we seek to step up our initiatives for improvement and make further enhancements.

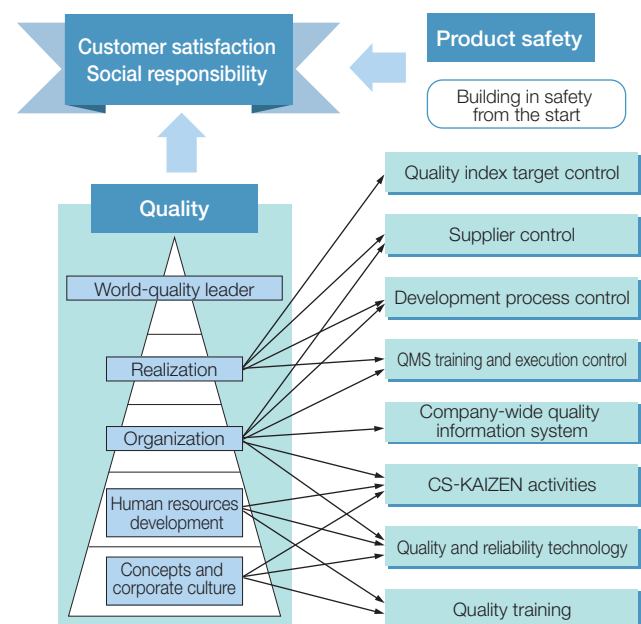
Information Sharing and Improvement Initiatives in Partnership with Representatives



Initiatives to Ensure Safe Use

Developing Quality First Awareness

We fulfill our social responsibility as we develop a culture and capacity for quality and enhance customer satisfaction. In particular, we aim to increase our capacity for quality based on a foundation of greater quality improvement initiatives and stronger human resources development, and to build quality into our products through an emphasis on process control.



Product Safety

If our customers are to use our products with confidence, the most important thing for us is product safety assurance from the very beginning. This is why at the product development stage we perform risk assessments to make sure that products are sufficiently safe, make our products compliant with international standards, verify them and hold safety inspection meetings, among other initiatives.

We also respond immediately in case of trouble and have a global emergency communications network in place.

We also do internal training and provide activities to raise awareness of product liability. Our Buds of PL improvement initiative* is a continuous activity that aims to bring an awareness of problems to internal and external safety information and constantly pursue high targets.

*: Buds of PL (product liability) is a program for fostering a culture that uses near-accidents, etc., to nip product liability problems in the bud (i.e., develop a product safety culture) and thereby fulfill our product responsibility; it is also a general name for all safety improvement initiatives. The basis of these efforts is to take quality problems that occur in the market, as well as those moments when one becomes aware of a safety problem in one's day-to-day activities, provide them to upstream processes as feedback, and thereby work to achieve safer products and a safer work environment in a cycle of continuous improvement.

Quality Improvement

Customer information about nonconformities is collected and analyzed online by our Company-Wide Field Quality Information System and reflected in quality improvement initiatives. In particular, this process leads to cross-organizational deployment to prevent recurrence and initiatives to prevent problems during new product development.

User School

For users to get the most performance out of our products and use them safely, the most important thing is basic knowledge.

We offer Motion Control School for customers of our AC drive and servo (general-purpose) products. We teach two ways: the school-like training in which an instructor explains a product directly; and e-learning, where customers learn over the Internet.

Details are available at our e-Mechatronics site (<http://www.emechatronics.com/>).

Yaskawa Motoman Engineering Corporation moreover offers Robot School, teaching operation and maintenance of robots and robotic related products.

Test Runs and Service

Adjustments and test runs by our trained engineers are available to check the compatibility of the customer's equipment with our products as well as to improve overall machine/equipment performance.

The entire Yaskawa Group renders support on a global basis for preventive maintenance and recovery at the time of any failure.

After the Production Stoppage

In principle, repair parts for discontinued products are not distributed. However, long term maintenance for customer's equipment can be arranged in cooperation with Yaskawa Group companies and our affiliated service companies.

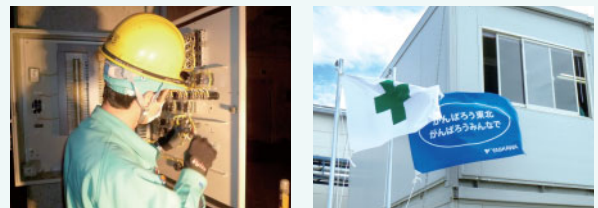
TOPICS

Our Responses to the Great East Japan Earthquake

Keep Up Your Hopes, Tohoku
Keep Up Hope
All of Us Together

(1) Recovery support

Our efforts began when we formed teams and sent them on-site to assist in restoring water treatment facilities in the Tohoku Region. Since then we have been mobilizing the comprehensive abilities of Yaskawa Electric and our Group companies, including the Yaskawa Electric Engineering Corporation, which took responsibility for follow-up service functions, to help with the speedy recovery of our customers. There were electrical products and other equipment that had been exposed to seawater, and which ordinarily would have been replaced with new products. Considering the tremendous scale of this disaster, though, we have been trying as much as possible to repair them while assuring safety.



Electric room that had been submerged by the tsunamis

(2) Protection against contamination by radioactive substances

Our company's closest plant to the Fukushima Daiichi Nuclear Power Station is approximately 220 km away, which is an adequate distance. Even so, however, we are carrying out voluntary controls to make certain there is no contamination by radioactive substances so that our customers will be able to use our products with a sense of security. Export products are particularly subject to difficulties when clearing customs in other countries, and we are taking all possible steps to avoid delivery delays and other such problems, for instance by inspecting products after they have been packed for overseas shipment.