

# Top Message

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## Shifting from the functional to the environmental: Using press technology to combine safety with environmental performance

Last year, we published our first CSR report, the Unipres CSR Report 2017. This first edition elicited an unexpectedly large response, bringing home to us once again the general public's increasing interest and expectations with regard to corporate CSR activities. We were reminded of how important it is to pursue CSR-related initiatives and to keep others fully informed about what we are doing.

In April 2018 Unipres marked the 20th anniversary of its founding. Back in FY1998, the first fiscal year after the merger, it had got off to a difficult start with net sales of 135.0 billion yen and operating profit in the red. Subsequently, everybody in the Company pulled together, guided by the slogan "Unified Commitment to Manufacturing," to pursue activities focused primarily on the Unipres Production System (UPS) launched in 1999. Thanks to these efforts, the Company grew to achieve net sales of 330.9 billion yen and operating profit of 26.0 billion yen in FY2017.



Over these 20 years the automotive industry's operating environment has undergone a great many changes. Challenges from outside the industry included the bankruptcy of Lehman Brothers and the 2011 Tohoku earthquake and tsunami, while the industry itself experienced changes such as increasing localization of manufacturing by automakers, and the shift toward smaller cars.

Now the automotive industry is said to be undergoing a major transformation of a type that occurs only once every 100 years. The watchwords of this transformation are "electrification," "self-driving," and "connectivity," and of these three watchwords, the one that will affect Unipres above all is "electrification." In the past, prime importance was attached to enhancing the functionality of cars, but in recent years, environmental performance has gained in importance. It is in this context that we have been pursuing technological developments such as weight reduction as a means of helping to combine safety with environmental performance. Future advances in electrification will make technological development increasingly important to achieve further reductions in car body weights and ensure that cars run even more efficiently. We will take full advantage of the advanced press technologies we have cultivated to contribute to next-generation car manufacturing incorporating both safety and environmental performance.

If Unipres is to go on growing and developing over the next 10 or 20 years, ongoing commitment to CSR-related measures will be essential. We will therefore continue responding to our stakeholders' expectations by acknowledging their interest in CSR and engaging in repeated dialogue with them to deepen mutual understanding.

President and Representative Director Masanobu Yoshizawa