

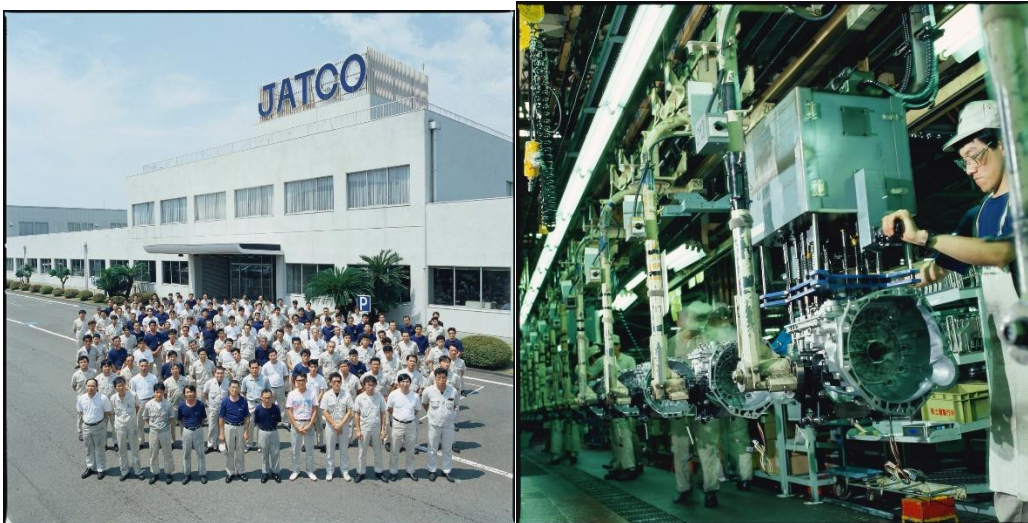
JATCO's 55th anniversary project begins!!!!

On January 28th, JATCO celebrated the 55th anniversary of the establishment of one of its predecessor companies, Japan Automatic Transmission Co., Ltd. 2025 will be the "year of budding" when electrified and new business products such as the X-in-1 electric powertrain and units for electrically assisted bicycles will be launched on the market. To get off to a good start in this important year, JATCO Global's planning has begun in Thailand. This time, I would like to tell you about the plan and its progress.

On January 28, 1970, Japan Automatic Transmission Co., Ltd. was established as a joint venture between Nissan Motor Co., Ltd., Mazda Motor Corporation (then Toyo Kogyo Co., Ltd.), and Ford Motor Company of the United States.

Based in Fuji City, Shizuoka Prefecture, we have adopted the corporate philosophy of "Care about people, keep everything clean, and always provide the highest quality," and have begun the challenge of "creating a global AT supply base in the Fuji area."

55 years have passed since then. The cumulative production volume of AT/CVT is approximately 130 million units. The company, which started with 220 employees in April 1971, has grown to over 12,000 employees and has become a global company with nine bases overseas.



Japan Automatic Transmission Co., Ltd.

JATCO will celebrate its 55th anniversary on January 28, 2025, and its growth would not be possible without the contributions of all of you around the world. So, last spring we began planning a "Global 55th Anniversary Event." The team, centered around the Global Public Relations Department and JATCO France, continued to consider the matter with advice also received from the New Business Promotion Department and the Safety and Health Management Department.

The three things we focused on in planning this project were:

① "Global participation-oriented"

New challenges such as electrification and new business ventures cannot be achieved only in Japan, but also without the cooperation of our overseas bases. Due to COVID-19 and other factors, it has become more difficult to meet face-to-face than before, but we aimed to make the event something that many employees could participate in, regardless of distance.

② "Match vectors"

To get off to a good start, we need to be united in our thoughts and not divided. We considered something that would create unity and lead to unity (One JATCO) toward the success of electrification and new businesses.

③ "Easy to understand"

Our aim was to create something that anyone could easily participate in, without interfering with their regular work or personal lives. Furthermore, I thought that if we provided certain indicators, it would be easier to understand.

As a result of the study, we decided to hold a program called "Walk with Global JATCO! Run! I decided to go ahead with the plan. Simply put, employees (including their families) from each of our global bases will walk or run, passing the baton to each other, with the goal of a total of 5,555 participants covering 55,555 km, in celebration of our 55th anniversary. We worked together with the public relations members at each of our overseas bases to finalize the details of the plan.

December 26, 2024. Approximately 100 people gathered at the grounds of JATCO Thailand, the opening act. As a kickoff event, each participant ran three laps around the ground, aiming to cover 1km. After that, each employee continued to use walking apps to increase their distance, and between December 26th and January 13th, they achieved a total of 7,203km, exceeding their target of 6,500km! The event was attended by many people, including 623 people.



JATCO Thailand kick-off event

Mexico, which took over from Thailand, is also working hard to reach its target of 10,000km.

It seems that a running event is scheduled to be held on February 8th. At this rate, the secretariat is excited (screams of delight) that the global total of 55,555km will be easily achieved.

Starting on March 13th in Japan, you can walk the walking course set up by the Safety and Health Management Department during your lunch break, or you can cover some distance by participating in the events that combine cleaning activities scheduled for the weekends during the period. Let's do our best as the final team in Japan, not to be outdone by the efforts of our overseas bases! The results will be published in the April issue!



Posters announcing walking routes in each area

In addition, in Japan, an event sponsored by Green House was held at the Fuji and Yagi district restaurants on January 27th and 28th. Fans were delighted with the return of dandan noodles after a year's absence, and how they were now being offered for 550 yen to commemorate the 55th anniversary.

A huge mosaic art piece (3m x 5m) is displayed at the entrance to our head office.

This features employees and related parties holding the 55th anniversary board. If you look closely, you might even see yourself in the picture!

The 55th anniversary year is getting exciting. Let's join forces globally and make this the "Year of Buds Blooming"!

GO GO JATCO! GO GO JATGO!



It's the year of budding!