

Sneaking into Aisin Com Center! "We are making our presence known again this year."

A certain day in June. The My JATCO editorial team headed to Kariya City, Aichi Prefecture. We visited Aisin Group's exhibition hall, Com Center, with the aim of fostering an external mindset and building connections between companies. The Com Center opened in 2001 and was relocated and renovated in 2015 to mark the company's 50th anniversary. It offered experiences that allowed visitors to feel the company's history, as well as a wide range of information about the company's existing and new businesses, and its sustainability initiatives. After the tour, a discussion was held with members of the Owned Media Group of the Public Relations Department, Public Relations Division, Group Management Strategy Headquarters of Aisin Corporation. The meeting concluded with a message that we should all work hard under the theme, "Public relations should go out and do our best." (Company names and titles omitted below)



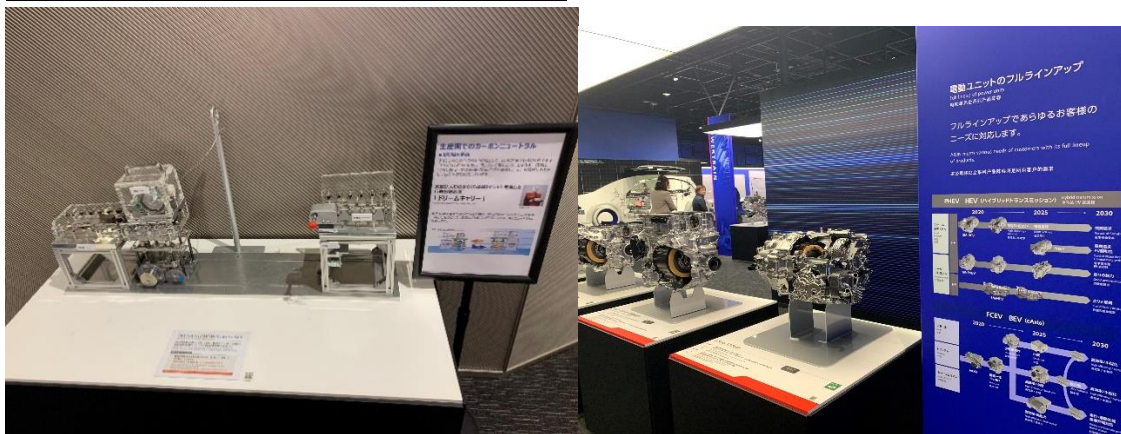
My JATCO editorial team heading to the Com Center

Located on the Aisin headquarters grounds. The Com Center is two stories tall and boasts an area of approximately 2,809 m². The seven areas, 1) Corporate Zone, 2) Theater, 3) History Zone, 4) Tree of Evolution (Movie Show), 5) Immersive Theater, 6) Products Zone, and 7) Energy and Living Zone, all gave visitors a strong sense of both the history that Aisin Group has spun and its future corporate stance.

The corporate zone on the first floor introduces the names of approximately 200 Aisin Group companies and their efforts toward electrification. The cool electrified concept model, the i-mobility BEV Concept, seems to "move" with each exhibition.



(From the left) Concept model of a classic car



(From the left) Dream Carry, an electric product born from Karakuri technology

On the second floor, the company will be showcasing a variety of new business initiatives as well as electric powertrain-related products. All of these efforts contributed to solving social issues such as carbon neutrality and responding to an aging society.



(From the left) Driver monitoring system, fine water particles AIR



(From the left) Software such as logistics support services are also introduced, including the autonomous delivery robot "P+Bo"

Due to time constraints, we only had 30 minutes to tour around, but it was very stimulating! I would be delighted if all JATCO employees could also take a look around in order to foster an external mindset.

After the tour of the Com Center, we had a lively exchange of opinions with members of the Owned Media Group of the Public Relations Department, Public Relations Office, Group Management Strategy Headquarters of Aisin about the initiatives and challenges facing internal public relations. "act," the online group newsletter, which is accessible to all 120,000 or so employees of the Aisin Group, won the Grand Prize in the Online In-House Newsletter category of the 2024 "Keidanren Recommended In-House Newsletter Review," and also won the Grand Prix in the Planning category of the "In-House Newsletter Awards 2024." We interviewed them about their efforts.



Towards the end of the event, the head of the group, Mr. Noguchi, made a powerful comment: "I believe that from now on, public relations will have to go out and do more." JATCO's public relations team will be more proactive than ever before, going out to the field and making business trips! It feels like My JATCO is about to get even more powerful.



Group photo at the entrance to the Com Center

It was an exciting three hours! Thank you so much to everyone at Aisin. Please come visit us at JATCO next time!

Com Center facility overview:

Opening hours: 9:00-17:00 (last entry 16:30)

Address: 2-1 Asahi-cho, Kariya City, Aichi Prefecture, Aisin Co., Ltd.

Closed on Saturdays, Sundays and company holidays

Parking: Aisin Headquarters Customer Parking

Admission fee: Free

Homepage: <https://www.aisin.com/jp/com/>