

"Enjoying change" is just the best, isn't it?



Hello everyone, this is Yasuhiro Hato.

"Why is a former Japanese national soccer team member at JATCO?" You might be thinking, "Why is this happening?" Honestly, the reason is simple. I don't know why, but I like JATCO (laughs). So, when I had the opportunity to visit for the first time in four years, I couldn't help but feel excited.

The first thing that surprised me when I arrived at the company was the large monitor in the entrance. "Welcome Hato-san!" A video message was played, and before the game, the whole team shouted "Welcome!" I felt like someone was calling out to me. I'm so excited now (laughs).

Last time, I only had the impression that it was a company that makes automobile transmissions, and I had a very serious image of it...but wow, I was completely wrong. People are enjoying the changes all over the company, and it's exciting to see.

First, test ride the bike. The moment I got on the electric-assisted bicycle, I thought, "Okay, time for a fight!" I felt like that. I felt something like the excitement I feel when the whistle blows to start a soccer game.

The powerful assistance felt like I could go far if I combined it with my own leg strength, and I couldn't help but want to run from Fuji to Tokyo. When I was a child,

I was given a bicycle, and it was the first time in decades that I felt the excitement of having a new vehicle and expanding my range of activities.



I was surprised by the dedicated app that lets me adjust the assist power to my liking. Experience the powerful assistance.

*Test drives are conducted on JATCO premises with safety

in mind.

The knife exhibit was also fun. The staff will happily explain the knives that can be used for camping and cooking. When I heard that "if you take care of it with olive oil, it will last longer at home," I wanted to try it myself. It's like the feeling in soccer of polishing and taking care of the equipment you use in a game. It's like when you become good friends with your equipment and playing becomes more fun.



We received an enthusiastic explanation of why JATCO is a knife manufacturer. Along with the tricolor knife

The atmosphere throughout the company is one of teamwork. Employees work together to grow vegetables and provide them to children's cafeterias and open the gymnasium to the local community. I was surprised to bump into the mother of our editor-in-chief, Yamada-san, who was also taking part in the gymnastics class at the gymnasium! Seeing the local community and employees interacting so naturally brought a smile to my face.

Although it is a large company, it has a strong culture of "enjoying time together

with the local community." Just like passing the ball around with your teammates on the field, each employee enjoys playing their own role. Our earnest and kind employees enjoy trying new things. This was truly a company where everyone wins.



Take part in a quiz at the lettuce factory! Enjoy a lunch made with freshly picked lettuce

There are also many technical surprises. In addition to automotive transmissions, the company has a wide range of applications, including e-POWER electric powertrains and electrically assisted bicycles. As I listened to the employees' explanations, I was constantly impressed, thinking, "Oh, so this kind of technology is being used in cycling and other outdoor activities." There is something interesting about it that can't be conveyed through information alone. In soccer, even if you read a tactical manual, you won't understand the fun of it unless you experience it in a game.

What I felt again this time was that it is important to "enjoy change." I'm excited about change, so I'm not afraid of new challenges. I felt firsthand that the smiles and curiosity of our employees energize the entire company. This is like the joy of winning as a team.

What struck me during my first visit in four years was that change itself is a powerful force. And the sight of our employees evolving while enjoying these changes is our company's greatest strength. I'm happy to be able to share that atmosphere and excitement with everyone. I'm already looking forward to seeing what kind of evolution awaits me the next time I visit.

Conclusion

Congratulations on the 5th anniversary of My JATCO! Please continue to show us the changes.

JATCO is an interesting company after all.



Scan the My JATCO QR code on the editor-in-chief's back and become a My JATCO reader.