SRI WAY System Chart

The SRI WAY

(Corporate Philosophy)

For what purpose do we exist?

"In order to fulfill our social responsibilities as a corporate citizen, the Sumitomo Rubber Group will continuously strive to be a reliable and trusted global corporate group that enriches people's lives through the creation of new value while at the same time pursuing greater happiness for all of our group employees and contributing extensively to both our communities and to society as a whole."

- 1.We will respond to our customers' demands by striving to provide better products with a strong sense of responsibility and a solid grounding in the principle of "genchi-genbutsu" (seeing things with one's own eyes).
- 2.We will pioneer a new era by flexibly adapting to the times while maintaining a solid management foundation.
- 3.We will actively seek out and develop new market needs by enhancing our R&D capabilities and advanced proprietary technology.
- 4.We will engage in environmentally responsible business practices and pursue the development of environmentally friendly products and technologies.
 5.We will create "attractive working conditions" and contribute to "more comfortable living."

Integrity and Soundness

(Long-Term Vision)

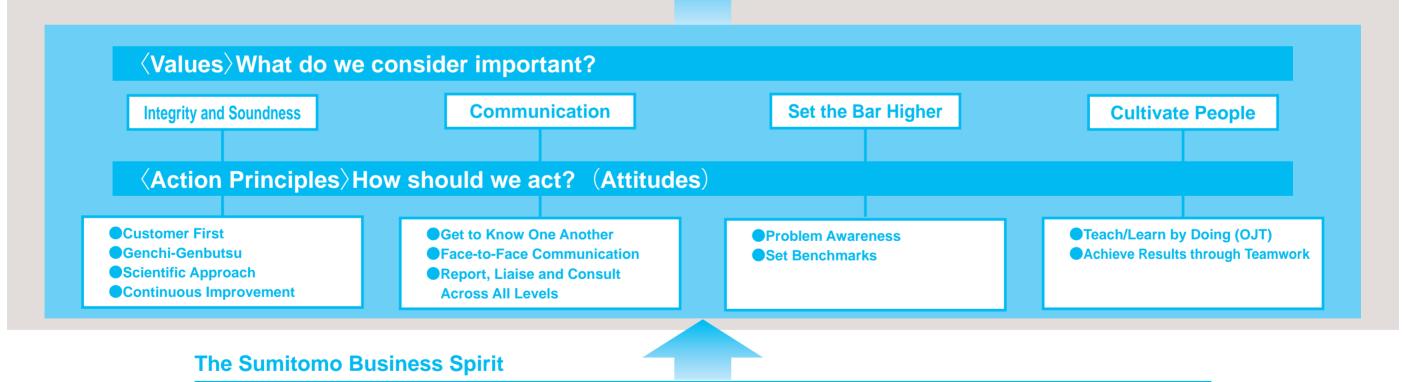
What do we aim to be? What are we headed for?

We will aim to be a corporate group that continues to provide the World's Best Value in all areas of our business.

Go for NEXT

Become a True Global Player with Both High Profits and Rapid Growth Pursue Increased Value for All Stakeholders and Greater Happiness for All Employees

Mutual Prosperity



Value Technology

Respect for People