

## Brand Management

Taking occasion of the 70th anniversary as the turning point of the company, we have adopted "KYB Corporation" as the popular name starting October 1, 2005. The popular name was taken from the brand name of "KYB" familiar to everyone. We have also defined the goal of the KYB brand as "product making that is one-step ahead, and assured quality and technologies that lead to a more pleasant life for a world of better tomorrow." The "determination" and "hope" of KYB was declared by setting such thoughts in the new logo and brand statement of "Our Precision, Your Advantage." KYB will further carry forward activities that can contribute to the society as a corporate group by responding to the expectations of everyone through all corporate activities.



KYB has provided end users and business partners with detailed quality and assured technologies. The statement directly expresses characteristics of such products.

The statement in line with the change of the popular name to KYB not only expresses the "advantage" stakeholders gain by providing general consumers and business partners with assured quality, the statement also expresses the "advantage" employees gain from the satisfaction of industrial crafting from the actual feeling of each employee changing the world with such assured quality.