

MB Group

Customer Satisfaction

The MB Group has a medium- and long-term policy to the effect that it will always offer high-quality products able to generate “120% customer satisfaction.” Consisting of four business areas – hose and coupling products, industrial products, hamatite products and aerospace products – the group primarily manufactures and sells various parts and components. The products are delivered to manufacturers via sales outlets. In that sense, its customers are companies. But we endeavor to satisfy not only those company customers, but secondary and tertiary users of the final products in which Yokohama Rubber’s parts/components are incorporated. “CS 120%” – customer satisfaction beyond 100% – expresses Yokohama Rubber’s commitment to its indirect customers as well.

MB Group’s Medium- and Long-Term Quality Assurance Policy

Always high-quality products delivering CS*1 120%

Realizing CS 120%

1. Organizational quality-oriented operations and manufacturing based on customer-oriented principles
2. Continuing realization of QMS*2 and autonomous activities to improve quality
 - (1) Cutting claims against outcomes to zero
 - (2) Flexible operation of QMS (easy introduction to new sites and businesses)
3. Development of RM*3 system and continuous involvement
4. Global development of the above-mentioned policy

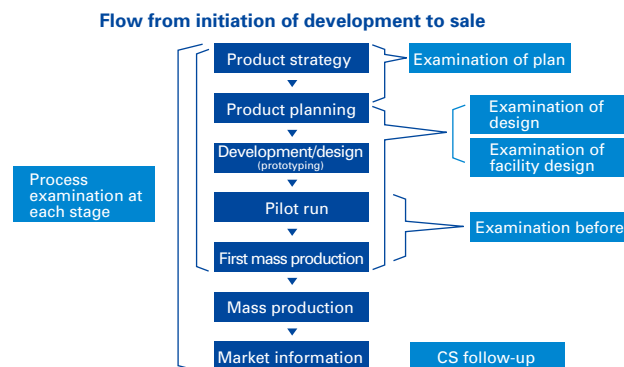
*1: Customer Satisfaction *2: Quality Management System

*3: Risk Management

Efforts to Improve Quality and Product Safety

Each of the MB Group’s four business divisions has obtained international QMS (quality management system) certification, such as ISO, based on which they endeavor to improve quality and safety. Specifically, in order to achieve their targets of cutting “claims against outcomes” to zero, they work on quality assurance (QA) throughout the process of production, seeking to improve both quality and safety through rigid checks and examinations at each stage, from planning and development/design, to prototyping and pilot runs, to mass production. After-sales feedback from customers is also gathered, analyzed and acted upon.

QA system throughout production of products



Responses to Product Safety Problems

In preparation for any safety problems that may arise regarding products of the MB Group, actions to be taken on an emergency basis were compiled into a manual. The basic flow is: When notice of a product accident or problem is received from a customer, the relevant department and the MB Quality Assurance Department gather information, evaluate and study it, and, based on that, the MB Group decides necessary actions, including possibly recalling the products in question and carrying out safety campaigns. After reporting the decision to the president, such measures are put into effect. In the case of a serious accident, however, the situation is reported to top management, including the president, as soon as information is received.

Actions in an emergency

