

## Brand Promotion

### 40 Years as ASCO, future as AISIN

As one of the prominent leaders in Original Equipment automotive parts manufacturing, AISIN is over 73,000 employees strong in 140 associated global subsidiaries, and is the 4th ranked in the world by FOURIN's "Monthly Report on the World Automotive Industry". Developed using AISIN OE Manufacturing Technology, Aftermarket Merchandising announced the discontinuance of the ASCO brand, and as of 2005, the products will be marketed under the original AISIN name. New logos, packaging, and marketing signify a celebration of 40 years and commemorate a new outlook into the future.

### Proactive Supplier of Value

If AISIN Aftermarket were a person, its character would be summed up in the phrase of "Proactive Supplier of Value". With a constantly autonomous and active stance, this personality is based on the essence of two important aspects: "a proactive supplier that appeals to the customer and market" and "that provides not only "things" to customers, but value that goes along with the products and service".



## Brand Protection

### "No Counterfeit Parts"

AISIN has been actively involved in preventing the manufacturing and sale of counterfeit products. In addition to our own efforts, AISIN is also participating with the "NO Counterfeit Parts" movement in conjunction with the Japan Auto Parts Industries Association (JAPIA).

Our goal is to eliminate counterfeit parts through individual and organized group efforts. If you have any information on the sale or production of counterfeit items, please contact your local representatives immediately or you may send us information directly using the Counterfeit Report Form.



## Design of the AISIN Logo

The initial letter "A" in AISIN is the first letter of the alphabet, and it often expresses leadership and superiority. AISIN's advanced originality is expressed by the open shape of the "A," which symbolizes open mindedness.



## "Geared up for the future"

We pursue advanced technology and improved quality, envisioning the future for people, automobiles, and the world. Through the creation of one-of-a-kind products, we are pioneers in new value, delivering innovations that are ahead of their times, one after another.

## "Quality First"

Since our very beginning, Aisin Seiki has been built on a long-standing dedication to "quality first." It's a principle that defines the organization, from product development and assurance through customer satisfaction, the environment and our sense of social responsibility and contribution.



## "Don't Produce! Don't Sell! Don't Buy!"

Japan Auto Parts Industries Association (JAPIA) is providing a series of posters as part of the "No Counterfeit Parts" movement. To provide international awareness of illegal activities, posters are available in several key languages: English, French, Spanish, Chinese, and Arabic. Please contact your local sales representatives to receive posters and additional information. You may also apply directly using the Request Form.

