

Management

Jan. 1st, 2013

2013 New Year Greeting From President

The New Year has just arrived. I wish you a Happy New Year.

On the occasion of the start of the New Year, I would like to express my review of the last year and the approach to be taken this year.

◆ Robust in the 1st Half but Difficult in the 2nd Half of 2012

The first half of the last year saw the robust improvement partly because the problems caused by the earthquake and the flood two years ago were solved, the new car sales increased, and the structural reform produced good results. However, in the second half, the very difficult situation continued in our business territory due to a decrease in new car sales in Japan after the eco-friendly car subsidy ended, a considerable reduction in the car production and sales of Japanese-affiliated car manufacturing companies in China triggered by the deterioration of the Japan-Chinese relations, shrink of the car navigation system aftermarket in Japan, etc.



Takashi Shigematsu,
President &
Representative Director

◆ Preparation for Returning to a Growth Path - Development of Evolutionary Safety System, Enhancement of Telematics Services, and Further Development of Emerging / ASEAN Markets

In these circumstances, we have paved the way for the future growth.

On Apr. 1st, 2012, we realigned previous business groups into four business groups, AE for environment, AS for safety/security, CI for comfort/convenience, and SS for software/service which serves as the foundation for other three groups. The “SS Engineering Group” takes a leading role in developing a business model in the new organization.

The newly-established “AS (Advanced Safety) Engineering Group” already launched development of an “evolutionary safety system,” utilizing our advantageous position of being able to develop functions for safety and security used in various scenes, such as parking and driving, from the start to the end by ourselves.

Moreover, we have developed “eCall, emergency reporting system” of which obligatory installation is under way in Europe and Russia and “smartphone-linked display audio” which is able to display route guidance information downloaded to a smartphone, etc., as services using “telematics” that sends and receives information of the inside and the outside of the vehicle, such as traffic congestion, traffic restrictions, accidents, traveling state, and remaining fuel, via communications on a real-time basis. For this field, we are vigorously building a system to further accelerate R&D of state-of-the-art technologies, by, for example, opening a R&D center in Silicon Valley in the US.

Moreover, we established subsidiaries in India and Indonesia and are working for new businesses in the expanding emerging markets.

◆ Promotion of Vehicle-ICT Business in 2013

Thanks to the kind support of customers, clients, business partners, and the local communities, Fujitsu Ten celebrated the 40th anniversary of the foundation on Oct. 25th, 2012. Taking this opportunity, I would like here again to extend our sincere appreciation and cordial thanks to them.

I understand that our business environment will remain tough in 2013 although the global car sales are expected to increase continuously. However, by promoting the “vehicle-ICT business” in the three fields of “comfort and convenience,” “safety and security,” and “environment,” I would like to overcome the difficult situation with all the staff sharing the passion in the motto “Try Evolution for the Next” set in “VISION2022” created on the occasion of the 40th anniversary.

The Fujitsu Ten Group continues to strive for creation of free and comfortable mobility society where people and vehicles, and community and vehicles are connected.

About FUJITSU TEN

FUJITSU TEN LIMITED (Headquarters／Kobe, Hyogo prefecture, Japan; Capital／5.3 billion yen) , established in 1972 with investment from FUJITSU LIMITED, TOYOTA MOTOR CORPORATION, and DENSO CORPORATION, is a leading manufacturer of automotive electronic equipment. It is a globally-recognized manufacturer of car navigation and audio systems, ECU for engine and airbag control, and mobile communication equipment. Consolidated sales totaled 249 billion yen (US\$3.11 billion) for the fiscal year ending March 31, 2012.

FUJITSU TEN is involved in the development of systems that use sensor technologies such as cameras and millimeter wave radar to detect obstacles near automobiles. It is expanding its business globally by fulfilling orders for genuine products for Toyota and other automobile manufactures both domestically and overseas.

For more information, see

FUJITSU TEN official site <http://www.fujitsu-ten.com/>

FUJITSU TEN channel <http://www.youtube.com/FUJITSUTENLIMITED>

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