



‘Pursuing the Origins of Car Engineering’ is Synonymous with ‘Striving to Satisfy Others’

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Two years ago, we at Mitsubishi Motors Corporation (MMC) established the customer-communication phrase “Pursuing the Origins of Car Engineering” as a way to declare to society and ourselves that we are committed to providing “the utmost driving pleasure and safety” as stated in our corporate philosophy. Here, “the origins” refers to our customer-first approach, our corporate responsibility to society, the car engineering expertise that we have built over the years, and the Mitsubishi uniqueness that our customers expect. And “Pursuing the Origins” reflects our commitment to continuing to offer vehicles and services that meet customer expectations by focusing on what our customers really seek from our products while carrying forward the great resources we have created.

My personal interpretation of our customer-communication phrase is “a quest for the satisfaction of others” or “striving to satisfy everyone around you”, and I characterize the means to achieve this goal as “tireless pursuit of knowledge and technologies”.

I believe the origins of car engineering are all about focusing on how we at MMC can delight and satisfy those around us through the cars that we make. On an in-house level, each employee needs to consider how best to please his or her colleagues at all levels of the company. And on a wider level, each employee needs to consider how best to please customers, distributors, shareholders, and society as a whole.

To turn ideas into vehicles, all of us at MMC need to constantly try new approaches and technologies. New technologies are particularly important; even if we identify new customer needs, we can’t satisfy those needs without the necessary new technologies. In other words, new technologies are crucial for customer satisfaction.

Satisfying other people is far more pleasing than satisfying oneself. In this sense, too, then, satisfying everyone around oneself needs to be fundamental to the way everyone at MMC works. If we are ever in doubt as to which of two options is better, we must take the one that satisfies more people. And if we were ever to make a particular kind of car simply because it was the kind of car we wanted to make, we would probably be the only people satisfied by it. The only way to avoid this outcome is for each of us to be open-minded enough to listen to the opinions of others. The mistaken pursuit of self-satisfaction begins the moment any of us believes we are absolutely right. It is only when we focus on the basic goal of satisfying those around us that our work is worthwhile for our customers.

Today's automotive technologies offer a host of user benefits. But automobiles are also major causes of traffic accidents and environmental problems. We cannot say that we offer vehicles that satisfy our customers unless we strive to tackle these issues with all our resources. Traffic-accident deaths in Japan are declining thanks to efforts by concerned parties, but there are still more than a million casualties every year. Everyone engaged in automotive development has an obligation to make vehicles that help reduce traffic accidents even further; every accident prevented is a step in the right direction.

This issue of MITSUBISHI MOTORS TECHNICAL REVIEW contains a special feature about MMC's safety initiatives and latest safety technologies.

On the environmental front, global warming is as pressing an issue as exhaust emissions. We at MMC will continue with our efforts to develop cleaner and more fuel-efficient powertrains while accelerating our development of the MiEV electric cars, which we see as the ultimate clean vehicles.

By striving to please our customers with unique vehicles that are built upon our safety technologies, our environmental technologies, and the all-wheel-control technologies that we have used in vehicles such as the LANCER EVOLUTION and PAJERO, we at MMC are truly focusing on the origins of car engineering.