

# Kawasaki Group Vision 2030

グループビジョン 2030  
事業方針説明会  
Kawasaki  
Powering your potential



## Trustworthy Solutions for the Future

### Frontier

Pioneering the technology frontier with our challenger "DNA"

### New Values

Providing innovative solutions to the problems facing the world

### Cross Over

Becoming a creative challenger that continues to grow by breaking barriers

## Kawasaki Announces "Group Vision 2030," Focused on Three Key Themes to Resolve Global Challenges

On November 2, 2020, Kawasaki held a public briefing regarding its new "Group Vision 2030: Trustworthy Solutions for the Future," which outlines what the Company aspires to be by the year 2030.

Group Vision 2030 delineates specific directions as to how we plan to achieve our corporate slogan "カワる、サキへ。" Changing forward.\* It represents our determination to make available, in a timely manner, innovative solutions which accommodate an ever-changing society, in order to create a hopeful future, and — with great agility — to take up challenges independent of organizational and divisional boundaries to expand the horizons of our potential for further growth.

In the Vision briefing on November 2, Kawasaki President Yasuhiro Hashimoto stated that "Frontier," "New Values," and "Cross Over" were the three key themes Kawasaki will be focusing on to fulfill the Group Vision.

"Frontier" expresses that, since our founding, we have been fostering a "DNA" characterized by a spirit of pioneering which draws on our unique perspective, and in light of this background, we will continue to respond to the frontier of this new era's social challenges, based on that unique perspective, in order to create a hopeful future.

"New Values" represents our commitment to provide innovative solutions for various challenges facing the world by consolidating the trustworthy technologies and knowledge that we have cultivated, and to offer additional value to our customers and other stakeholders by responding swiftly to societal change.

"Cross Over" describes our determination to provide innovative solutions to social challenges by continuing to be an open-minded, free-thinking, and creative team that goes beyond the boundaries of internal and external organizations and of product and service categories, leveraging our rich

diversity. Moreover, we will keep growing as an organization and as individuals by expanding our potential, through boldly taking up challenges in unfamiliar domains and learning from the experience.

To fulfill these key themes, President Hashimoto listed three business fields that the company will be focusing on: "A Safe and Secure Remotely-Connected Society," "Near-Future Mobility," and "Energy and Environmental Solutions." He also set forth plans for transforming Kawasaki's business structure, targets to work towards, and a growth scenario for achieving those targets.

Regarding a personnel training program which supports growth, he emphasized that the Company is committed to "introducing a new personnel system to promote the growth of young employees, and increasing cross-Company personnel transfers and interactions to help employees experience various businesses and to encourage further personal growth. By doing so, we will generate a synergy between various businesses and expand our comprehensive capabilities."

\* Reads KAWA-ru, SAKI-e



A scene from the briefing

Please take a look at our "Group Vision 2030 Concept" video, by accessing the link or the QR code.

[https://global.kawasaki.com/en/corp/newsroom/news/detail/?f=20201102\\_6625](https://global.kawasaki.com/en/corp/newsroom/news/detail/?f=20201102_6625)

