



Working to Meet the Needs of People Everywhere Today and Tomorrow

Group Mission

Kawasaki, working as one for the good of the planet

- We are the Kawasaki Group, a global technology leader with diverse integrated strengths.
- We create new value—for a better environment and a brighter future for generations to come.

Group Mission (Social Commitment)

“Kawasaki, working as one for the good of the planet.” That’s our group mission and it sums up our commitment to finding solutions to today’s problems as we work together with all our stakeholders to build a brighter future.

Our Corporate Social Responsibility (CSR)

This year we adopted a broader view of CSR and outlined the various goals we want to reach across the organization. In moving forward we will follow both the Kawasaki Business Vision 2020 and Medium-term Business Plan (FY2010 – 2012), two strategies which focus squarely on CSR. All Kawasaki CSR activities are directed by the Corporate CSR Committee, which I have the privilege of chairing. Each of our seven business divisions (companies) as well as head office departments also has their own CSR committees which fall under the guidance of the Corporate CSR Committee. This decentralized structure gives our individual business divisions and functions the autonomy to tailor their CSR efforts to meet a range of needs that is as diverse as Kawasaki itself. We will continue to join hands in implementing specific divisional and organization-wide measures that will enable us to reach new heights.

Innovations in Business and Technology

Swift winds of change are sweeping across the socioeconomic and natural landscape and Kawasaki is keeping pace with innovative solutions designed to meet today’s needs just as it has for over a century. We look forward to making new technological inroads that will enable us to break through the tough social and environmental hurdles we now face. Our vision for the future includes a world powered in part by carbon-free hydrogen energy and our zero-CO₂ hydrogen energy solutions are expanding the horizon of alternative energy sources that will drive the low carbon society of tomorrow.

We will leverage the technological know-how we have gained over the years in transportation, energy and environmental, as well as industrial equipment and systems as we focus on the big picture to meet the challenges faced by our customers and people around the world both today and tomorrow.

CSR a Full-time Job

Our mission includes not only enhancing people’s lives through our products and services but also fulfilling our responsibilities to all our stakeholders in every aspect of our operations. That means ensuring sound and transparent business practices with a keen eye to our evolving society’s changing needs.

I promise to balance making a profit with making a lasting difference in people’s lives as we navigate the global marketplace with respect for its different cultures and nationalities and bring innovations that will enrich our lives in ways we can all see and feel.

Going the Extra Mile — CSR Reports

Kawasaki issued its first Environmental Report in 1999, which was renamed Kawasaki Report - Environmental and Social Responsibility in 2006 to reflect the full scope of our environmental and community activities. This year we have issued it as the CSR Report in order to promote a better understanding of the vital role CSR plays in our operations and our wide range of CSR activities involving all our stakeholders. Please take some time to look it over.

I thank you for your continued support and input as we continue to strengthen a foundation built on CSR.

KAWASAKI HEAVY INDUSTRIES, LTD.
President