



KASHIYAMA

BRAND GUIDE



Company History

We began as a seller of automotive parts, and commenced manufacturing brake shoes in 1965.

Despite being small, we operate as a manufacturer not a subcontractor.

The "MK" brand, proudly named after founder Makoto Kashiya, was launched in 1966 with the sale of brake shoes in the aftermarket. In 1967, our product range expanded to include brake pads, with disc rotors added in 1971. We began expanding overseas from the late 1970s, and founded Japan's first high-performance brand of brake pads, WinmaX, in 1984. In 1994, we launched a joint venture factory in Indonesia.

MK Kashiya products are currently sold in over 80 countries and regions.

2 Messages

Two sayings cherished by founder Makoto Kashiyaama

看脚下

KANKYAKKA

A Zen saying that encompasses looking firmly at one's footing, constant self-discipline, and building a solid foundation. This phrase reflects the mindset of steadily progressing in work by minding one's step.

忍終不悔

NINJYUHUGE

A Buddhist teaching that says one will not face regret as long as they persist in following their chosen path for the purpose of saving everyone even amid hardships.

Driven by these two maxims, founder Makoto Kashiyaama prioritized employees, work, and family to contribute to the growth of the local economy and group companies. The spirit of the founder continues to serve as the cornerstone for employees of MK Kashiyaama, guiding their actions even after 60 years.



Philosophy

Corporate Philosophy

We strive to launch new industries in Sakudaira, nurture people, and improve local life and culture together with the community.



MK Vision

MK Vision

We aim to bring happiness to everyone involved with MK Kashiya by continuously providing reassurance and safety to the world through our development of friction materials, manufacturing technology, and a customer-centered approach.



MK Spirit

MK Spirit

We at MK Kashiwama run the company based on seven values that form the "MK Spirit."



MK Spirit 1



Fairness

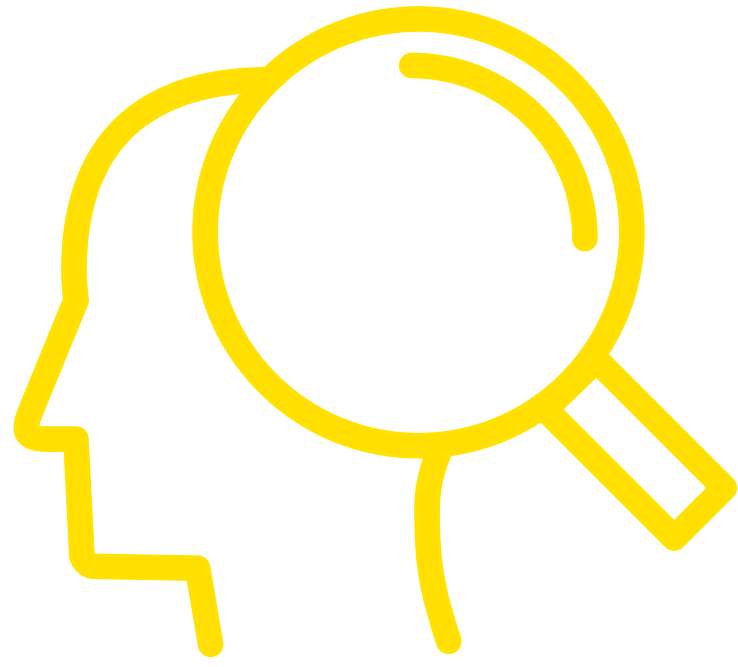
フェアに

Unbiased judgment and action

People form connections with each other in both work and daily life. Prejudice and self-serving judgments and behaviors do not build good relationships. It is vital to make judgment and take action based on fairness, even if it results in a personal or corporate loss. Doing so will not only improve professional relationships but also make our lives better.



MK Spirit 2



User Oriented Technology

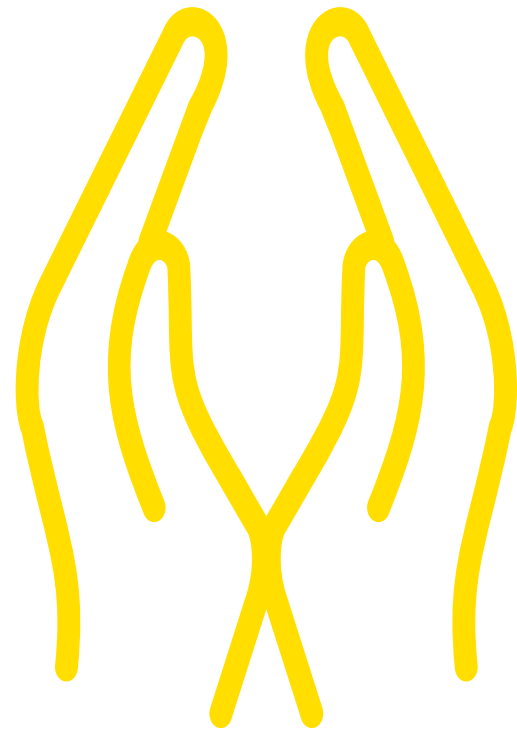
ユーザーオリエンテッドテクノロジー

Pioneering beyond customer needs

Methods and products tailored to our convenience may not necessarily be beneficial for customers. Only by understanding our customers and the market, and creating technology and services that go beyond current needs, can we be a sustainable company that customers seek.



MK Spirit 3



Appreciation

感謝

Gratitude towards others, for one cannot do it all alone

No matter how capable an individual is, it is impossible to do all the work alone. In the same vein, our company relies on the support various stakeholders, including customers, factories, suppliers, local communities, and your families to thrive. We work every day with a sense of gratitude for the many people who support us and for the natural and global environment that surrounds us.



MK Spirit 4



Respect

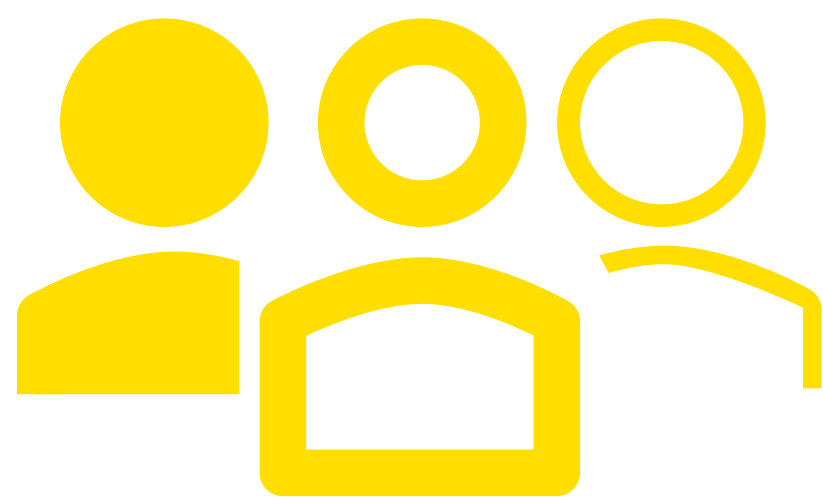
尊敬

Approach with a sense of respect

Respect is not simply about showing reverence, it is also about recognizing the value and existence of others. Everyone has their own strengths, areas of expertise, and positive qualities. Approaching everyone with a sense of respect builds better relationships and improves communication.



MK Spirit 5



Diversity

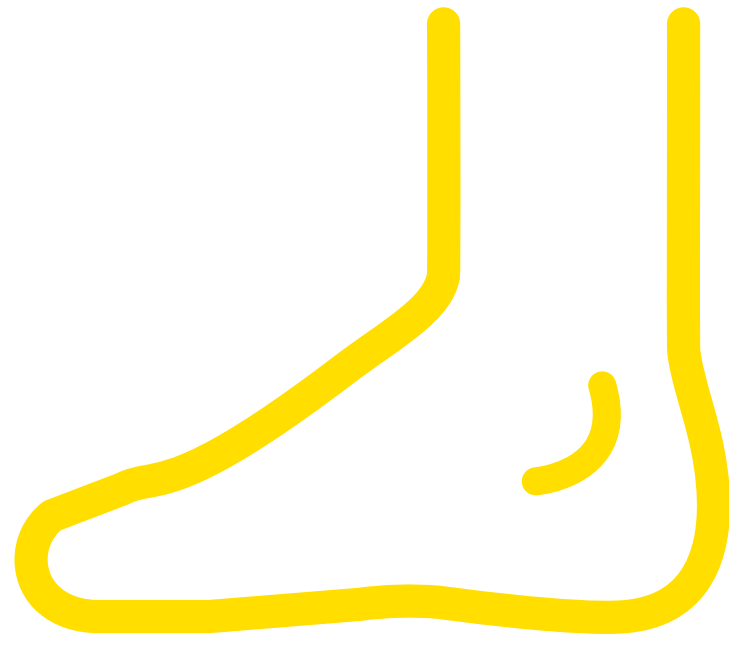
多様性

Value diversity in races and individuals

Our business environment is becoming more globalized and complex. MK Kashiwama's products are currently sold in over 80 countries and regions, catering to individuals from diverse backgrounds. As recognizing the many different races, cultures, religions, genders, and preferences in the world will become increasingly important, let's embrace diversity. Let's build relationships that seek to understand differences and the values that others hold dear.



MK Spirit 6



KANKYAKKA

看脚下

Steadily growing

In any situation, we proceed while minding our step. We build up slow and steady. Friction materials handled by MK Kashiyama are products that affect human lives in any industry. So let's grow steadily and not take shortcuts when it comes to technology, manufacturing, operation, or quality control. These were words favored by founder Makoto Kashiyama.



MK Spiritβ 7

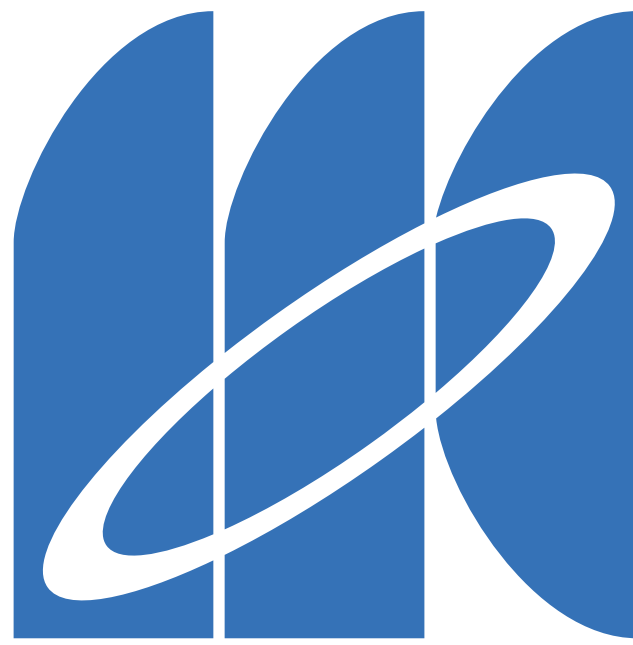


Fun!!

楽しむ!!

Enjoy both work and life!

Work and life are not always fun, but if you dwell on the negative, they become even less enjoyable. We should therefore approach things with a playful mindset, a sense of curiosity, and a positive attitude. Being in this frame of mind brings joy to both work and life, while a fun atmosphere fuels happiness, creating a positive cycle. Enjoy both work and life!



MK KASHIYAMA GROUP

We are part of the MK Kashiya Group.

The group's logo is a combination of the initials of founder Makoto Kashiya and the three pillars of his management philosophy: fostering the community of Sakudaira, nurturing individuals, and establishing new industries. Bringing together these three pillars into a single circle symbolizes the global development connecting us to the world.

