

Nissin Kogyo is involved in the global production and sales of brakes for motorcycles and four-wheeled vehicles. The company has sold a cumulative total of over 9 million anti-lock brake systems (ABS) worldwide, and commands the top share of the global market for hydraulic braking systems used in motorcycles. Nissin Kogyo's success lies in six distinct strengths backed by technology amassed over many years in business.

# The Strengths o

Integrated  
Aluminum  
Production

Integrated  
System From  
Planning and  
Design to  
Production

Self-Developed  
Production  
Technology and  
Facilities

Quad-Polar  
Business  
Framework

Broad Range of  
Products and  
Manufacturing  
Technology

Streamlined  
Organizational  
Structure

▶ **Integrated system from planning and design to production**

Nissin Kogyo employs a system that brings together divisions responsible for sales, design, purchasing and production technology. This system enables the company to make swift decisions to push product development forward, greatly shortening the lead-time between product planning and design and actual production.

▶ **Integrated aluminum production**

Nissin Kogyo has an integrated system for the production of aluminum products, encompassing every stage from casting to processing, surface treatment and assembly. Each of these processes takes place in the same facility, shortening lead times for production and the development of new products. This system has the added advantage of allowing the company to reduce inventories of partly finished products, giving rise to a high degree of cost-competitiveness.

▶ **Self-developed production technology and facilities**

Nissin Kogyo is working to manufacture all necessary production equipment and facilities in-house. The company actively develops its own equipment for every process from casting to final product assembly. By manufacturing and assembling products entirely in-house, Nissin Kogyo can take advantage of compact, cost-effective equipment and facilities to achieve a highly efficient production system. This also makes possible small production runs of many different products and allows the company to meet short delivery deadlines.

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▶ **Broad range of products and manufacturing technology**

From trucks to golf carts and all-terrain vehicles (ATVs), Nissin Kogyo has a wide selection of braking systems for motorcycles and four-wheeled vehicles. Because it is involved in the casting, processing and assembly of these braking systems, Nissin Kogyo also possesses a host of manufacturing technologies for the necessary friction materials, plastics, rubber, motors and other electrical components, enhancing the efficiency of in-house production.

▶ **Quad-polar business framework**

Nissin Kogyo has production and R&D bases spanning four major geographic points: Japan, Asia, North America and Europe. This quad-polar framework allows the company to produce products and provide services in close proximity to customers. Moreover, the company is aiming for a Group management structure that is global in nature, one that gives the company the ability at any given time to determine where the best place is to produce products. Under this framework the production bases complement one another, resulting in a high degree of productivity and making the company largely impervious to currency exchange fluctuations.

▶ **Streamlined organizational structure**

Nissin Kogyo has structured its organization into three main divisions: R&D, production and management. The company is also enacting extensive measures to eliminate waste in auxiliary divisions, lowering operating staff by 3%.