

Press Release

January 6, 2011

Reliable “Global One”! A Happy New Year letter from Dr. Masahiko Mori

Although the environment surrounding the machine tool industry is still quite tough, it has shown a steady recovery; the order value released by the Japan Machine Tool Builders' Association has exceeded that for the same month of the previous year for every month since December, 2009. Although the concern about a prolonged appreciation of the yen still exists, we expect that orders will further increase in the future.

Mori Seiki launched the “X-class” machines, a newly-evolved bestselling “N series” that has 28,000 actual sales unit results, in the fields of lathes, vertical and horizontal machining centers and multi-axis machines. By incorporating the current market needs into the product concept and analyzing existing models from various angles, Mori Seiki developed the X-class machines that achieve outstanding performance in every aspect, from machine rigidity to eco-friendliness and compliance with safety standards.

As part of our ongoing effort to promote a strategic cooperation with GILDEMEISTER AG, we have started collaboration in the USA, India, Singapore, Philippine, Malaysia and Vietnam as well as in the fields of sales, service, developing new model, parts supply and finance last year. At the International Manufacturing Technology Show (IMTS) which was held in the USA in September, and the Japan International Machine Tool Fair (JIMTOF) which was held in Tokyo in October, Mori Seiki and GILDEMEISTER jointly exhibited machines and received orders greatly exceeding our target.

In closing our second medium-term management plan “PQR555”, we will strengthen our management foundation to supply the best product and service to customers by improving product quality and concentrate in personnel training with holistic conception.

It is said that the defective percentage of machines made in Japan is about 10% and for an emerging country 50%. In order to visually distinguish the production countries, Mori Seiki will show the difference with great attention paid to assembly in details from wire and pipe. Having our machine export ratio over 70%, there seems to be an increase in the number of customers who plan to install machines in two or more factories around the world and search for consistent and reliable services. It can readily be said that English language skills as well as people who are able to communicate are essential to companies that develop globally. Mori Seiki will cultivate its employees' English skills and also provide capacity building assistance for all abilities. We will improve each employee's wisdom and manner and strive to become “global one.” That is that anyone would think first of Mori Seiki when something comes up related to metal cutting.