

“Our Philosophy” – a Corporate Philosophy Structure Guiding Sumitomo Rubber Group Operations

The business environment surrounding us has been radically evolving at an ever-faster pace.

In 2020, we established “Our Philosophy” to provide unwavering and universal guidelines for all Sumitomo Rubber Group members to ensure our ability to stay flexible and adapt amid times of uncertainty and volatility like the present moment and secure further growth.

A revamp of our former, conventional corporate philosophy, “Our Philosophy” also draws on the “Sumitomo Business Philosophy,” which comprises the heritage of wisdom we have accumulated over the course of four centuries of operations and provides a basis on which the diverse capabilities of individual employees can be aligned and consolidated on the same vector.



The Origins of the “Sumitomo Business Philosophy”

Masatomo Sumitomo, the founder of the Sumitomo Group, left behind writings known as the “Monjuin Shiigaki” (“The Founder’s Precepts”), which provide a set of principles and guidelines for merchants to abide by.

His teachings have supported the business operations of the Sumitomo Group throughout its 400-year history, passed down from generation to generation in the form of the “Sumitomo Business Philosophy,” whose essence was more recently condensed into the modern “Business Principles” of the Sumitomo Group.

Containing such principles as “The business activities of Sumitomo must benefit not only Sumitomo, but must also be of benefit to the nation and to society as a whole,” the “Sumitomo Business Philosophy” reflects Sumitomo’s strong sense of duty to society. To this day, the “Sumitomo Business Philosophy” still forms the basis for the Sumitomo Rubber Group’s “Our Philosophy.”



A wooden statue of Masatomo Sumitomo (Photo provided by Sumitomo Historical Archives)



Monjuin Shiigaki (Circa 1650) (Photo provided by Sumitomo Historical Archives)

Purpose

Sumitomo Rubber Group’s reason for being, a cornerstone of our activities in society, providing a guide for all facets of our decisions and actions

Through innovation we will create a future of joy and well-being for all.

[Details ▶ P.7](#)

Story

The beliefs behind our Purpose

A unique belief in the material possibilities of rubber. A track record of multiple world firsts through industry-leading rubber technology and, beyond that, relentless dedication to the innovation and development of new technologies. A singular focus on creating value that exceeds expectations in response to the trust our customers and society place in us. Supporting individuals, society and the future; creating a future of joy and well-being for all through innovation. We are Sumitomo Rubber Industries, and this is what we are for.

Our fundamental beliefs consist of respect for rubber materials and unshakable trust in their potential.

Once introduced to Japan, the world’s first pneumatic tire commercialized by John Boyd Dunlop served as a precursor of modern rubber technology in the country and thus became a driving force behind the industrial advancement of the time.

Taking full advantage of cutting-edge technologies, Sumitomo Rubber Group developed other, non-rubber materials, guided by the progressive spirit that is an integral component of the “Sumitomo Business Philosophy” to enter new business fields. Looking ahead, we will remain attentive to and strive to best accommodate the needs of each customer while employing a long-term perspective to contribute to society.

Vision

Our future vision regarding what we should look like as an organization

Uniting our diverse strengths, growing together, driving and thriving on change.

Our Vision represents the state to which the Sumitomo Rubber Group aspires in order to embody our Purpose.

We will leverage strengths afforded by diversity and spirited teamwork to grow into a resilient and flexible organization able to prevail amid radically changing times even as we aim for the constant creation of great value.

[Diversity & Inclusion ▶ P.73-P.76](#)

SRI Way

The values each member of Sumitomo Rubber Group holds in order to realize our Vision and embody our Purpose

Being reliable and worthy of trust Facing forward with honesty and integrity, responding to the trust our customers, our colleagues and our society place in us.

Seeking out challenge Being unafraid; having the courage to persist in the face of failure.

Valuing one another Understanding and respecting each other’s individuality and perspectives.

Slogan

A simple expression of all the aspects of “Our Philosophy”

Rubber and Beyond, Driving Our Future