

Our Philosophy—A Cornerstone for Sumitomo Rubber Group Operations

For us to achieve further business growth in a time of uncertainty and volatility like the current moment, we must refresh our understanding of our reason for being and clearly define it in a way that establishes unwavering guidelines for Group employees and resonates with all of our stakeholders.

Based on this recognition, we have established Our Philosophy, a new corporate philosophy structure.

Our revamped corporate philosophy structure upholds the fundamental ideas of “fulfilling our responsibilities to society as a good corporate citizen,” “pursuing greater happiness for all Group employees,” and “living up to the expectations of our customers.” These ideas are firmly grounded in the Sumitomo Business Spirit, which has long been passed down by Sumitomo Group entities.

The Origins of the Sumitomo Business Spirit

Masatomo Sumitomo, the founder of the Sumitomo Group, left behind writings known as “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 Spirit,” 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 Spirit reflects Sumitomo’s strong sense of duty to society. To this day, the Sumitomo Business Spirit still forms the basis for the Sumitomo Rubber Group’s own Corporate Mission.



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



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

The Sumitomo Business Spirit

- Integrity and Soundness
- A Company Is Its People
- Esteem for Technology
- Mutual Prosperity