

Our Philosophy

Purpose Our Reason for Being

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

Story Our Beliefs

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.

Vision The State to Which We Aspire

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

The SRI Way The Values We Hold

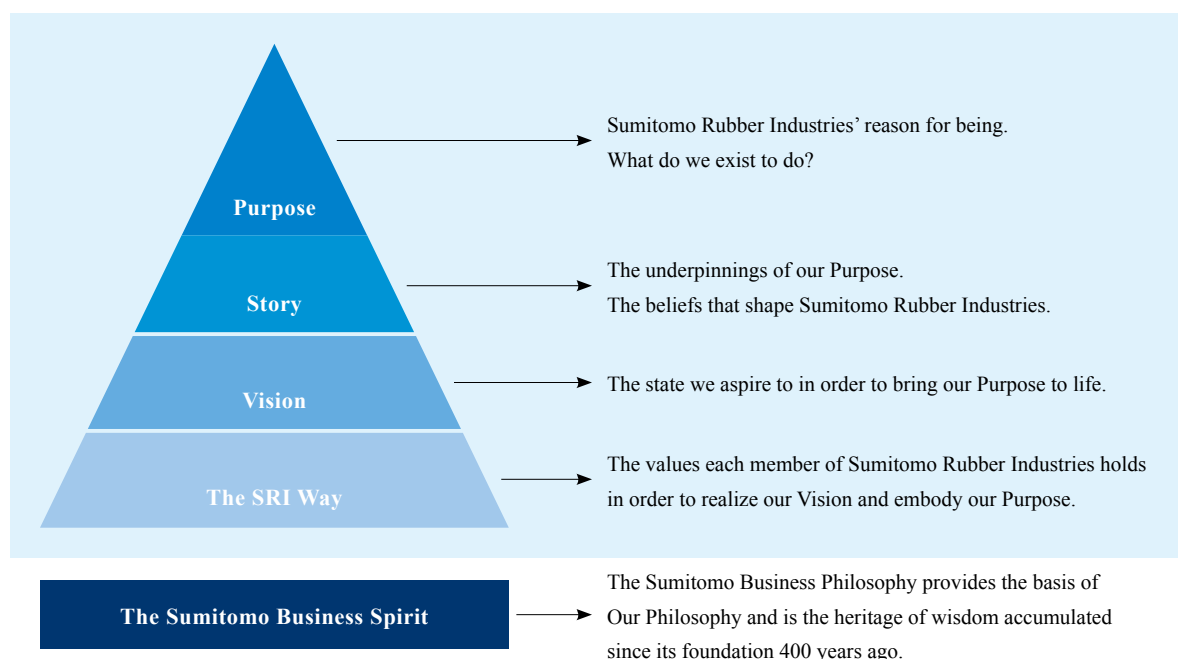
Being reliable and worthy of trust Facing forward with honesty and integrity, responding to the trust our customers, our colleagues and our society place in us.

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

Rubber and Beyond, Driving Our Future



Our Philosophy is a layered structure comprising three components—Purpose, Vision, and The SRI Way—with the Sumitomo Business Spirit, long a guiding principle for all Sumitomo Group members, serving as its bedrock.

Purpose, the uppermost concept in this structure, is coupled with Story, which represents the beliefs informing this Purpose.

Directly below these components is Vision, which represents the state to which we aspire as a company in order to embody Purpose.

The SRI Way is the third component and represents the values every member of Sumitomo Rubber Industries embraces in order to realize our Vision and embody our Purpose.