



Automotive Electronic Components Business (AEC)

Development, manufacture, and sales of on-board automobile electronic components

Vision

Solving the Social Needs of the Car Society

Today, we see significant and growing needs for new technologies spurred by the rising popularity of electric vehicles, advancements in autonomous driving, and the integration of communications technologies. Here, we are using Omron's core technologies to contribute solutions for these needs.

We view these changes as an opportunity to meet the challenge to create solutions answering new social needs in the car society. We will base our efforts on technologies related to smart entry systems and other radio wave mechanisms, body cooperative control systems, electronic power steering and anti-pinching power window control systems, and other motor control technologies.



Katsuhiro Wada

Managing Executive Officer
President and CEO
OMRON Automotive Electronics Co., Ltd.

Toward Sustainable Growth

Seamless Interaction between Humans and Cars

Over the past few years, the relationship between humans and cars has undergone an amazing change. Very soon, car society will enter a dramatic period of transition. The speed of change is remarkable, and automotive component makers must demonstrate both foresight in anticipating the evolution of car society and technological capabilities for guiding and executing on market opportunities. Our commitment is to work closely with customers from the earliest stages of internal planning, uncovering social issues quickly, and creating solutions that answer customer needs.

One example is related to the recent dramatic rise in demand for automated driving and advanced

driving support systems. Integrating Omron face detection, AI, and biological information sensing technologies, we are leading the world in developing an advanced sensor module capable of sensing the status of a driver. Beyond automobile driving support, we believe this technology will have applications in preventing accidents arising from driver health issues or driver error (more frequently, error on the part of senior drivers).

We will spare no effort to develop products that answer the future needs of the car society, providing seamless interaction between humans and cars.