

Die caster Ryobi forges transformation in auto industry

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Examples of initiating new ventures came when Ryobi widened its product lineup to power tools, builders' hardware and fishing tackle in the 1960s, drawing on its expertise

Such "giga casting" has gained global attention as a game changer in the industry since Tesla introduced the technology in its mass production of electric vehicles. The method for producing huge parts in seamless single pieces is capable of drastically reducing the number of components and boosting productivity. It also makes the vehicle lighter,

A portrait of a man with grey hair and glasses, wearing a dark pinstriped suit, a white shirt, and a red tie. He is standing with his hands clasped in front of him. Behind him is a white wall with the RYOBI logo in a metallic, 3D font.

Akira Urakami, Ryobi's president and CEO COSUFI

Ryobi sees the die-casting market as having strong potential. As for its long-term goals

"Moreover, aluminum is recyclable and sustainable. That's why die casting is stealing a lot of attention around the world," Urakami said. Ryobi uses an aluminum alloy called ADC12, commonly used for

"Digital transformation will eventually contribute to cost reductions as well as shorter lead times taken during the process of development of products up until they are delivered to customers," Urakami said.



Ryobi's core competencies lie in its advanced technological capabilities and strong relationships of trust with customers and society and that the company has established itself as a top runner in aluminum die casting in Japan, it is particularly interesting that it includes "challenge" as part of its core values. This is truly part of the company's nature, as evidenced by its history of boldly pursuing new businesses and making swift, focused decisions in response to changes in the business environment, which has driven its growth to this day. The company's main business is a crucial part of the automotive industry, which is currently undergoing a major transformation toward coexistence with a sustainable society. As the ELV (end-of-life vehicle) directive is strengthened in Europe and the need for lighter vehicle bodies due to electrification continues to grow, the presence of aluminum is expected to become even more significant. While Ryobi's technology and trust, cultivated over a long history, are powerful advantages, the automotive industry itself is also undergoing dramatic changes due to the rise of new electric vehicle players and various technological innovations. These present new challenges for Ryobi as well. There are high expectations for how the company will continue to evolve amid intense competition.



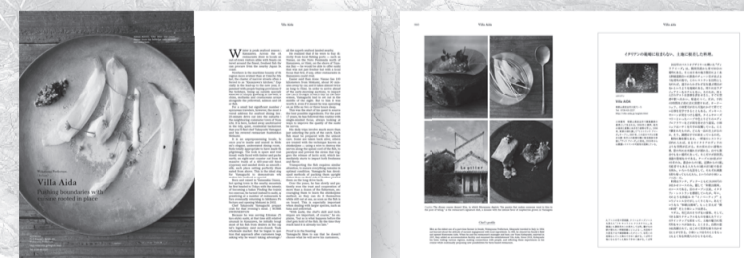
"It is very important to encourage a 'challenging spirit' as a principle that leads our colleagues," Urakami said. COSUFI



The Indonesia National Amputee Football Team participated in the Amputee Football International Challenge Cup Tokyo 2026 from Jan. 16 to 18 at Komazawa Olympic Park.
EMBASSY OF THE REPUBLIC OF INDONESIA

The image shows the front cover of a book titled 'the japan times Destination Restaurants'. The cover is dark, possibly black or dark grey. At the top, the title is written in a white, serif font. Below the title is a large, black and white photograph of a dish that is shaped like a blooming flower, with multiple petals radiating from a central point. The dish appears to be a piece of food, possibly a cake or a sculpture, with some garnishes on top. At the bottom of the cover, the text 'AUTHENTIC JAPAN SELECTION 2021-2024' is printed in a white, sans-serif font. In the bottom left corner, there is a small logo for 'Japan Times' and a small white square with a black 'i' inside.

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