

August 6, 2025
Alps Alpine Co., Ltd.

Alps Alpine Establishes New Corporate Vision

-Shaping a future where technology extends your senses-

Alps Alpine Co., Ltd. (Headquartered in Ota-ku, Tokyo; President & CEO: Hideo Izumi) has established a new corporate vision looking ahead to the next 10 years, in conjunction with the announcement of its Medium-Term Management Plan in May 2025.

This vision was developed through extensive discussions and idea-sharing among a group of voluntary employees, including members from our overseas offices.

In addition, we have updated our tagline, “Perfecting the Art of Electronics” and adopted a new one “extends your senses.”

■VISION Statement

“Shaping a future where technology extends your senses”

■Logo and Tagline

ALPSALPINE
extends your senses

■Key Visual



The Message Behind Our New VISION

Over the years, our company has combined diverse technologies such as hardware, software, and molding to deliver high-quality products related to human sensibilities to customers around the world.

However, with the rapid advancement of cutting-edge technologies such as AI, there is concern that a new divide may emerge between those who can fully utilize technology and those who cannot.

We aim to close that gap and create a world where human feelings and technology connect naturally. To build a society where everyone can enjoy the benefits of technology, we will continue to improve our technology.

Under this new VISION, we will accelerate business transformation and provide three values excitement, safety, and the environment, contributing to the realization of a sustainable society.

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