



Customers

To supply high-quality products that win the trust of all our customers, we will continuously improve the quality management system, to ensure rigorous quality management throughout the process cycle, from design, material selection, procurement, production and sales to servicing.



Product Accountability Activities

Design, Procurement and Production: Quality First at Every Stage

To supply high-quality products that satisfy our customers and win their trust, Murata has compiled a Quality Management Policy for integrated quality management in every product process from design, material selection, procurement, production, sales, and servicing. To ensure that this policy is fully understood

by all our employees, we provide continuous reminders of the importance of quality, putting up posters at workplaces and issuing cards that outline policy to employees. We are also preparing English-language versions of these posters and cards for distribution at our overseas units.

Quality Management Policy

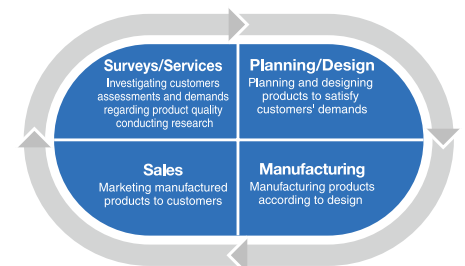
We remain committed to the continuous development of unique products and the cultivation of new areas of expertise. Our underlying approach is our belief that "better equipment is made from better parts and better design, and better parts are made from better materials and better processes." With this belief, we consistently manage every stage, including design, material selection, procurement, production, sales, and servicing in cooperation with all members who comprise the Murata Group—from top management to individual employees—by employing the Deming Cycle. In this way, we can economically produce quality products that meet market needs with full consideration for the natural environment.

Continuously Improvement of the Quality Management System

Murata continuously improves the effectiveness and efficiency of the quality management system. And on the customer-oriented view point we have worked on the continuous quality improvement of our products and the services throughout the product realization

process such as project planning, manufacturing, sales, surveys and servicing. We have reflected customer's requirements all the time on our process and supplied satisfactory products to our customers.

■ Deming Cycle



Gaining International Standards Certification for Quality Management at All Plants

For a company with global business operations, it is important to meet a single global standard of product quality. All Murata Group plants inside and outside Japan have received certification under the international quality management standard ISO9001. Of these plants, 11 supplying the automotive industry have also been certified as meeting the ISO/TS16949 quality management standard, a stricter international standard specific to the automotive industry. Furthermore, our Yasu Plant, which researches and develops new materials, production technologies, semiconductors, and thin-film miniaturized processing technologies, has acquired international

ISO/IEC17025 certification for operations known as calibration. In these operations, accuracy checks and adjustments are conducted for various types of testing and measuring equipment used for quality inspection of products and components. The Yasu Plant has also acquired Japan Calibration Service System (JCSS) accreditation for its excellent gauge calibration competence. Such qualifications bolster the level of our quality evaluation technologies. Through these measures, we aim for continuous improvement of quality management systems.



Customers

Meeting Customer Needs

Assisting Customers in Resolving Their Issues, from the Development and Design Stage through to Technology Exchange

To create products with new functionality, the necessary components must be developed. Murata uses “Design-in” methods under agreements with electronics manufacturers who are our major customers. In this process, technicians from both sides collaborate in

new product development from the design and development stages onward. “Design-in” activities enable us to get involved from the early stages of customers’ development of new-function products with additional functions and to exchange technology with

them. In this way, we can provide the optimal electronic components for customers’ needs. Murata rigorously protects and manages customers’ confidential information that it is privy to during the course of “Design-in” activities.



Global strategy meeting: Sales managers of Murata Group overseas units gather to share customer information.



Product exhibitions are also an important forum for understanding customer needs.

Relocation to the New Head Office Building and Starting Construction of an Electromagnetic Anechoic Chamber Building in China

Murata (China) Investment Co., Ltd., which oversees the Company’s market research and marketing subsidiaries in China, is scheduled to move its office to a new building slated for completion at the end of May 2009. This relocation is intended to ensure stable business operation in a long-term basis in the Chinese market, which is expected to further increase in importance in the future.

The Chinese markets for mobile phones and other communications devices, and for digital audiovisual equipment have expanded, leading to the growth of Chinese equipment manufacturers in these fields. Under such

circumstance, it has become increasingly important to support customers through localized technological services. We are planning to construct an electromagnetic anechoic chamber building next to the new head office. The construction is under way to complete the building in 2010.

We aim to strengthen technological support for electronic component design and adjustment and noise countermeasures, offering rapid responses tailored to individual customers’ needs. This will pave the way for increased sales of Murata products within China.



New company building Murata (China) Investment Co., Ltd.



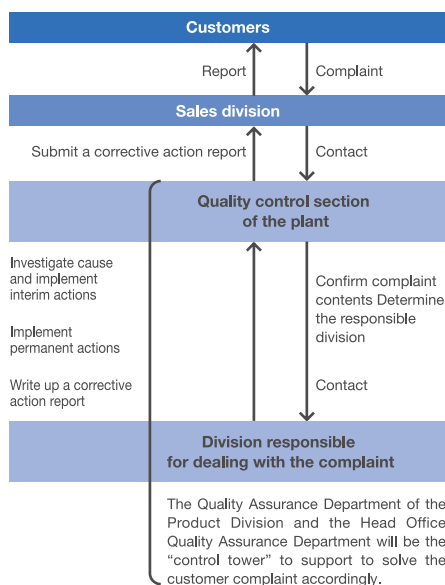
- Status of Quality Management System
- Certification

Measures to Improve Product Quality

Unified System for Managing Complaints Helps Prevent the Reoccurrence of Problems

The Company takes customer complaints about products very seriously. Not only does Murata respond swiftly to complaints as soon as they arise, but it has also created a system for preventing similar problems from happening again. All complaints from customers are stored in a database. After receiving a complaint, the person in charge in the related department enters the information in a database so it can be simultaneously accessed by all Murata offices and plants worldwide. This enables us to check the possibility of the same problem happening again. The Quality Assurance Department is responsible for finding the cause of problems and for analyzing complaints and implementing countermeasures. It reports to top management, while at the same time distributing related documents to the relevant departments. As further measures to prevent the reoccurrence of problems, the development and design departments receive a complaint checklist outlining areas where Murata recognizes that it has fallen short.

■ Response to Quality Problems



MESSAGE

We will realize Customer Satisfaction by enhancing human development through Quality Control Education

To provide our customers with high-quality, reliable products, we are implementing Company-wide initiatives. Specifically, in fiscal 2007 the quality innovation activities were launched, and in fiscal 2008 we innovated the quality management system and strengthened source control to ensure thorough quality built-in. In fiscal 2009, we will also focus on the development of human resources, which is the fundamental of our quality management, so as to realize the improvement of customer satisfaction and employee satisfaction. By conducting quality control training for our employees, we aim to pursue the concept of source control and its thorough implementation, so that we can supply reliable products to our customers.



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