

We deepen bonds with customers to develop new value.

We actively work to create service stations that are chosen and supported by customers.

Whether its full service or self-service, service station staff is the key to customer service. In order to earn high marks from customers and maintain customer satisfaction, providing high-quality service and a wide range of proposals are required. We aim to create SOLATO service stations that can provide value-added service from the customer's perspective to achieve customer satisfaction.



We strive to create service stations that achieve customer satisfaction by developing human resources through various workshops and seminars for service station staff, as well as providing sales support for affiliated service stations through sales promotion activities.



We contribute to the achievement of the SDGs through initiatives targeting key ESG issues.

Our company has formulated a basic policy regarding ESG and the SDGs, and is aiming to contribute to the resolution of environmental problems and various social issues.

Our basic policy regarding ESG and the SDGs

Our company shall contribute to the achievement of the “SDGs” through initiatives targeting key issues related to ESG, while realizing and continuing “coexistence and co-prosperity with society and stakeholders.”

< SDGs regarding which we are contributing >



Initiatives aimed at popularizing and spreading domestically-produced SAF



We have joined “ACT FOR SKY,” a voluntary organization that is working to commercialize, popularize, and spread domestically-produced sustainable aviation fuel (SAF). Together with the Utilization of Carbon Dioxide Institute Co., Ltd., our company has been conducting research on the manufacturing of bio-jet fuel, using woody biomass, hydrogen, and carbon dioxide as raw materials.

Regional contribution activities related to environmental conservation



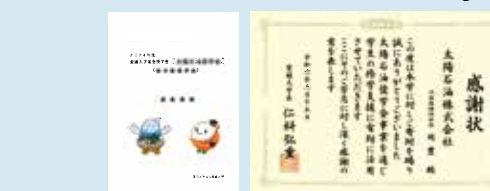
We have been participating in the “Project for Forest Development in Cooperation with Environmentally Advanced Companies,” which has been proposed by Kochi Prefecture, and “Activities for Forest Development by Companies,” which has been proposed by Ehime Prefecture. We carry out volunteer activities in Ino-cho, Kochi Prefecture and Imabari City, Ehime Prefecture called “Sun (Taiyo)-nurtured Forest” activities, and these include supporting maintenance projects in participating forests, and having employee volunteers engage in the planting of trees.

Joint research on chemical recycling of waste tires



Based on integrating the technologies of Environment Energy Co., Ltd. for turning waste plastic into cracked petroleum, and our company's knowledge regarding petroleum refining, we have been aiming to realize the chemical recycling of waste products, such as waste tires, which had been difficult to reuse in ways other than thermal recycling. This chemical recycling makes it possible to once again utilize the waste products as basic petrochemical raw materials and so on.

Regional contribution activities related to cultivating human resources who will shoulder next generation



We have established the “Taiyo Oil Scholarship” at Ehime University. With benefit-type scholarship money that does not require repayment, we ease the financial burden of students, and thereby support the creation of environments in which students can dedicate themselves to their studies and research. In Ehime Prefecture where there are many manufacturing industries, we especially aim to contribute to human resource development in technology-related fields.

Participation in large-scale solar power generation project



We have established the joint venture company “SDT Solar Power Co., Ltd.,” and through this, have been working on popularizing renewable energy. We have established the SDT Solar Power Yamaguchi Power Plant on the premises of Yamaguchi Operations, and this generates approximately 20 million kWh per year (equivalent to the annual consumption volume of 3,880 general households).

Strengthening of initiatives for compliance and risk management



Taiyo Oil convenes a Compliance and Risk Committee that is chaired by our president, and thereby strives to appropriately manage risk and supervise compliance in business activities. Furthermore, we set a month for the strengthening of compliance each year, and have thus been strengthening our efforts in areas such as education for raising awareness regarding compliance.