

*Meeting Japan's Challenge**First in a Series*

IS JAPAN'S CHALLENGE TO AMERICAN INDUSTRY GOING UNANSWERED?

"What are you doing about Japan?" It's a question we are asked almost daily.

It may be the single most important question American business faces. The challenge to the U.S. economic position that Japan poses is serious.

Starting now and for months to come, we're going to be answering that question—in public.

Obviously, this is a subject on which many companies can speak out, and should. We are doing so because we believe it will be good for our country, good for Japan, and good for Motorola.

It will be good for America to correct the impression many Americans have that Japanese businesses are in some way inherently superior. That impression is false.

It will be good for Japan because Japan relies on a strong confident America as a trading partner and ally.

It will be good for us because by learning how Motorola is meeting the challenge, you will have a more balanced, accurate view of our ability to serve our customers best anywhere in the world.

Now, don't get us wrong. We respect Japanese businesses. They are our customers and suppliers, as well as our competitors. And they are very good.

But we also know there are many things American companies like Motorola do extraordinarily well today. And we have an exciting commitment to do things even better in the weeks and months to come.

At Motorola, these things take the specific form of the development of new technology, employee participation in management, quality standards, accomplishments in productivity, effective cooperation with our government in foreign trade, and many other programs, products and plans of a company that is succeeding now and committed to perfection.

These will be the subjects of ads to come.

Motorola understands the challenge from Japan.

You can be sure we're not leaving it unanswered.



MOTOROLA A World Leader In Electronics

Quality and productivity through employee participation in management.

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