



# ZF DNA of QUALITY POLICY

## I'm Living ZERO Defects



Leadership and  
People  
Development

Zero Defect  
Environment and  
Risk Management

External & Internal  
Customer and  
Supplier Focus

Thorough Process  
Execution and  
Ownership

**People**

**Prevent**

**Perceive**

**Perform**

**PDCA**

Learning Organization and Continuous Improvement

Dr. H. Klein

Dr. M. Fischer

R.H. Rueger