

MAJOR EVENTS IN DENSO'S HISTORY

1949

Nippondenso Co., Ltd. (now DENSO Corporation), established following the spin-off of Toyota Motor Co., Ltd. (now Toyota Motor Corporation) 's electrical component plant

1953

Formed technical alliance with Robert Bosch GmbH of Germany

1954

Established the Technician Training School (would later evolve into the DENSO Technical College)

1959

Launched nationwide sales of the DENSO spark plug

1961

Awarded the Deming Prize, the world's most prestigious award for quality control, testifying to efforts to enhance quality

1962

Established the corporate slogan "Quality First" with the construction of a monument to commemorate receiving the Deming Prize

1967

Developed the company's first car air conditioners

1968

Established the IC Research Laboratory to conduct research on semiconductor technologies

1970

Completed construction of a hybrid IC plant, enabling the company to carry out in-house all IC processes from development and design through production

Began manufacturing industrial robots for in-house use

1971

Established Nippondenso of Los Angeles, Inc., the company's first overseas operation

1972

Applied electronic technologies to develop the electronic fuel injection (EFI) system

Established first overseas production center in Thailand. Set up 11 production and marketing centers in 8 countries in the 1970s

1977

Developed oxygen sensors to comply with tougher emissions regulations

Captured first ever gold medal at the international competition of the Youth Skill Olympics

1981

Developed integrated ignition assembly (IIA), which marked the launch of electronic components, including the development of the world's first digital instrument cluster

1984

Established the company's first production center in North America, Nippondenso Manufacturing U.S.A., Inc. (now DENSO Manufacturing Michigan, Inc.) in Michigan, heralding the start of the company's full-fledged expansion of production overseas

1985

Developed the antilock braking system (ABS)

1987

Launched sales of car navigation systems.

1989

Developed airbag ECU and sensing systems

1991

Opened DENSO Research Laboratories to develop leading-edge technologies for automobiles and other areas of business

1995

Developed the ECD-U2 unit, the world's first electronically controlled diesel common rail systems

1996

Changed name to DENSO Corporation as part of a move to create a new image as a leading global company

Obtained the company's first ISO 14001 certification at the Ikeda Plant, Japan

Developed DC-DC converters for hybrid cars

Developed electronic toll collection (ETC) systems

1997

Developed powertrains, climate control systems and other components for hybrid cars

Developed the two-dimensional QR code, capable of storing nearly 100 times more information than the conventional bar code

1999

Acquired the Rotating Machines Division of Italian component manufacturer Magneti Marelli S.p.A., thereby expanding DENSO's production centers and sales channels in Europe

2000

Developed the world's first cooling module as part of concerted efforts to modularize components

Formulated DENSO EcoVision 2005 to articulate DENSO's efforts to strike a balance with the environment in R&D activities, and to help sustain the environment for future generations

2001

Acquired Climate Control Equipment Division of Magenti Marelli S.p.A

Opened Abashiri Proving Ground, enabling the company to carry out vehicle tests in a variety of road conditions

2002

Achieved the goal of 'zero emissions,' eliminating the generation of all landfill waste including general waste, at all 14 operating sites in Japan



1949

Nippondenso head office at the time of its founding



1984

Nippondenso Manufacturing U.S.A., Inc.



1996

Ceremony held on October 1, 1996 to mark the company's change of name to DENSO Corporation