

## 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

**2002**

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

**2003**

Established DENSO (China) Investment Co., Ltd., a wholly owned holding company functioning as DENSO's regional headquarters in China



**1949**  
Nippondenso head office at the time of its founding



**1990**  
DENSO head office in 1990



**2004**  
DENSO head office today