

DENSO



DENSO IN NORTH AMERICA

**Advanced Automotive Technology,
Systems and Components**

DENSO IN NORTH AMERICA



One of the world's largest suppliers of
advanced automotive technology,
systems and components

Our Philosophy

Contributing to a better world by creating value together with
a vision for the future.

Management Principles

- Customer satisfaction through quality products and services
- Global growth through anticipation of change
- Environmental preservation and harmony with society
- Corporate vitality and respect for individuality

Individual Spirit

- To be **creative** in thought and steady in action
- To be **collaborative** and **pioneering**
- To be **trustworthy** by improving ourselves



TECHNOLOGY



Our team develops advanced technology and products that minimize environmental impact and maximize overall vehicle safety, comfort and fuel efficiency.



- In North America, we're leading global development and testing of Human Machine Interface (HMI) technology.
- DENSO developed the world's first standardized Heating, Ventilation and Air Conditioning (HVAC) unit for the auto industry – 20 percent smaller and lighter than conventional units.
- DENSO has a history of leading the way in gasoline direct injection (GDI) with our high-pressure fuel injectors, fuel pumps, and high-precision sensors.

MANUFACTURING

We keep the environment top of mind throughout product development and production. Our green ways are an important part of everything we do:

Products that are lighter, smaller, more efficient and eco-friendly

Manufacturing practices that reduce our footprint – from waste-reducing worm farms to water recycling and remanufactured parts

People who work together to strengthen our company and our communities



Mono-zukuri – the art of making things – is at our core. We have some of the most creative minds around

the globe, developing and manufacturing our quality products, as well as the materials, robots and machines that make them.



RESEARCH & DEVELOPMENT



Each year, we invest about 9 percent of revenue invested back into R&D. And, DENSO consistently ranks at the top of the automotive industry for patents generated each year.

Our test and technical labs, located at our North American headquarters in Southfield, Michigan, simulate a variety of real-world driving conditions that allow engineers to develop real-world, practical solutions.

Elevate Lab is DENSO's R&D team made up of engineers, designers and researchers who take a holistic system approach to solving some of the industry's biggest issues, like driver distraction. Our lab works closely with other industry leaders, government officials, universities and community partners to research how drivers interact and react to different technologies.



OUR PEOPLE



Our people are our strength. It's our people who create quality and provide the innovative technology that will help us contribute to an advanced automotive society.

Training & Development

We believe in **hitozukuri** – developing people. Our manufacturing facilities have training centers, on-the-job development and team activities that empower employees at every level to contribute ideas that help improve our overall efficiency and quality.



AFTERMARKET

DENSO First Time Fit® components have one of the lowest return rates in the industry.

Iridium TT Spark Plug

Engineered with the smallest tip in the market, the DENSO Iridium TT spark plug delivers more complete combustion, giving you superior fuel economy over any other plug. It's designed to last beyond 100,000 miles – providing coverage for most makes and models.



- Spark plugs
- Compressors
- Alternators
- Fuel pumps
- Filters
- Wipers
- And more



DENSO's aftermarket products are built to OE standards and incorporate the latest technology advances.

COMMUNITY

We take pride in the fact that our employees work together as a team both in the company and out in the community.

We use our skills and resources to:

- Educate a developing workforce
- Support preservation and stewardship of our natural resources
- Support the development of a vibrant, culturally active society
- Encourage employee participation and involvement



We feel our relationship should extend beyond our business, to the needs and hopes of our neighbors.



DENSO NORTH AMERICA FOUNDATION



Founded in 2001, The DENSO North America Foundation was the first charitable foundation by a Japanese supplier in North America.

As a registered 501(c)3 corporate foundation, The Foundation is dedicated to helping students advance their education in engineering and technology through grants to colleges and universities throughout North America.

The DENSO North America Foundation also provides disaster relief grants through the American Red Cross to aid persons and communities in which DENSO operates.

PRODUCTS

1 Powertrain Control Systems

Engine Management System, Gasoline Direct Injection, Hybrid components, Starter, Alternator, etc.

2 Thermal Systems

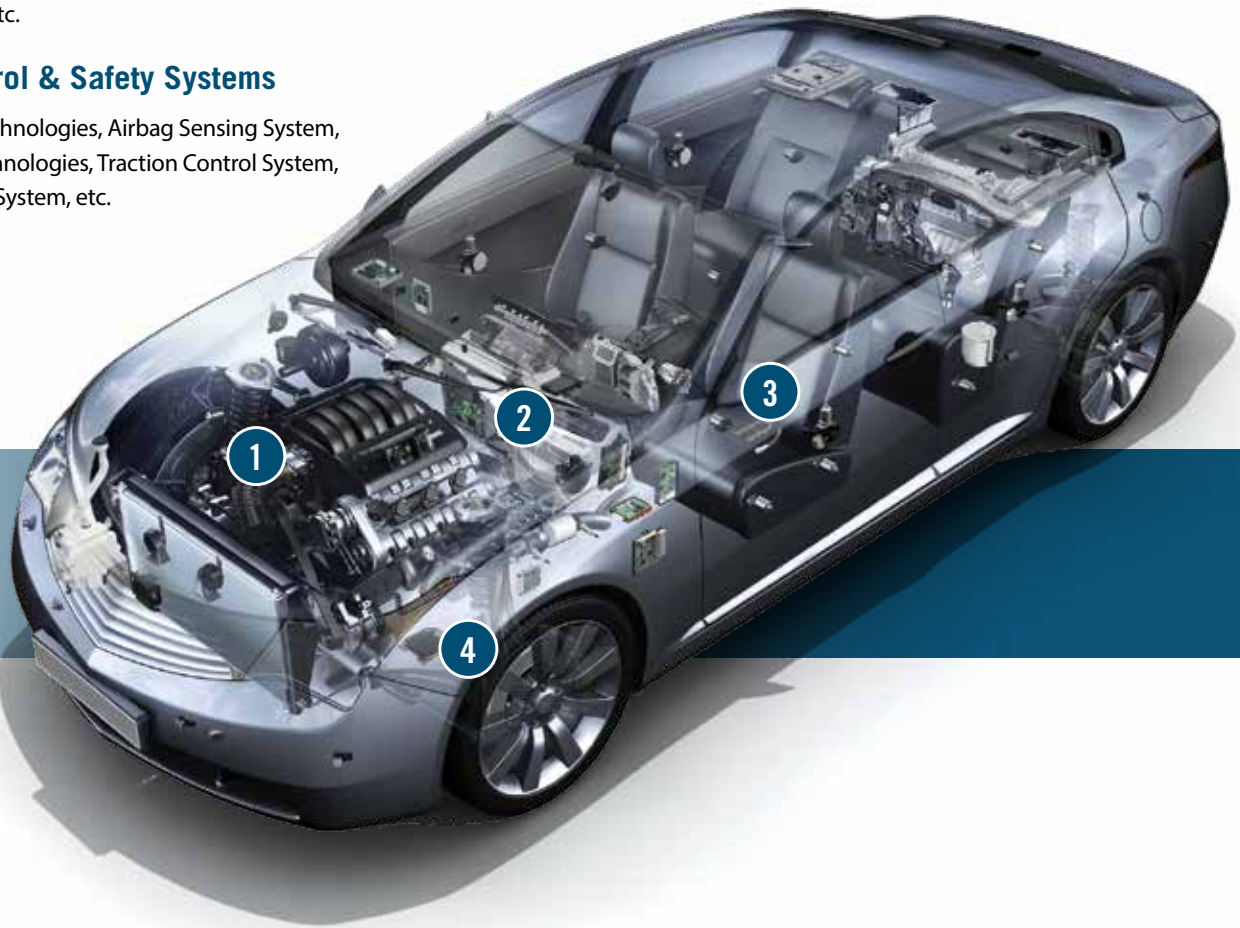
Heating Ventilation and Air Conditioning (HVAC), Compressor, Heat Exchangers, Battery Thermal Management, etc.

3 Information & Communications Systems

Instrument Cluster, Head-up Display, Human Machine Interface technologies, Horn, Keyless Entry, Wireless Phone Charger, etc.

4 Driving Control & Safety Systems

Passive Safety technologies, Airbag Sensing System, Active Safety technologies, Traction Control System, Antilock Braking System, etc.





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