

A Look Back at Our Main Social Activities

- 1954 • Established a training school for technicians (forerunner to the DENSO College of Industrial Technology).
- 1956 • Formulated the guiding precepts of DENSO.
- 1961 • Received the Deming Application Prize.
- 1963 • Initial participation at the Skill Olympics (World Skills Competition).
- 1964 • Established a labor relations forum for workplaces.
 - Adopted QC Circle activities.
- 1977 • Gold medal at the World Skills Competition.
- 1978 • Began regular employment of persons with impaired hearing.
- 1980 • Adopted of QC Circle activities at overseas business locations.
- 1984 • Established DENSO Taiyo Co., Ltd., a welfare factory employing physically challenged workers.
 - Began sponsorship for Operation Raleigh (nurturing youth—until 1988).
- 1986 • Established the Technology Training Center.
- 1987 • Established the DENSO College of Industrial Technology.
- 1990 • Established the Social Contribution Committee.
 - Adopted a flextime system for employees.
- 1991 • Formulated the basic code of conduct for corporate activities.
- 1992 • Began DENSO Cup Soccer (nurturing youth).
 - Began sponsorship for the Oita International Wheelchair Marathon.
- 1994 • Formulated the DENSO Basic Philosophy.
 - Reorganized the Quality Assurance Council to form the Consumer Satisfaction Improvement Committee.
 - Established the Volunteer Support Center.
 - Founded the DENSO Heartful Club.
- 1997 • Formulated DENSO Vision 2005.
 - Acquired QS9000/ISO 9001 certification at all automotive-related departments in Japan.
 - Formulated the basic policies for social contribution.
 - Began supporting the Young Inventors' Club.
 - Established the Corporate Ethics Committee.
- 1998 • Formulated the Code of Conduct.
 - Launched ACTIVE 21 human resource system reforms.
 - Introduced the Matching Gift fund.
 - Established the corporate ethics consultation office.
- 1999 • Established Wheelchairs and Friendship Center of Asia (WAFCA), a non-profit organization.
 - Introduced and implemented a compliance program for all US group companies.
- 2001 • Established the DENSO North American Foundation.
 - Launched ECO-ranger 21 and the Product Engineering Festival (nurturing youth).
 - Formulated the DENSO Human Resources Philosophy.
- 2002 • Formulated "DENSO-WAY."
 - Revised the Code of Conduct.
 - Established the Corporate Social Responsibility (CSR) working group.
- 2003 • Established the Risk Management Conference.
 - Formulated an internal reporting system.
 - Launched the NPO Support Network Program.
- 2004 • Formulated DENSO Vision 2015.
 - Adopted the managing officer system.
 - Established the DENSO Group 'Heartful' Day
 - Participated in the Abilitympics for the first time and was awarded a gold medal
- 2005 • Established CSR Promotion Center
 - Participated in the first World Expo of the 21st century
 - 7th straight win at the Skill Olympics (WorldSkills Competition in the category of Polymechanics/Automation)



Recognition of exceptional quality control —the Deming Application Prize (1961)



Operation Raleigh for nurturing youth (1980s)



House renovation volunteers for the socially disadvantaged (DIAM, USA)



Sponsorship of the Oita international Wheelchair Marathon



Eco-Talk Session at the Exposition of Global Harmony

A Look Back at Our Main Environmental Activities

Note: Events related to products are shown in blue

- 1950 • Developed an electric automobile.
- 1970 • Established the Automobile Part Research Center.
 - Established the Safety, Health and Pollution Department
 - Formulated the Safety, Health and Environmental Standards (DAS).
- 1971 • Renamed the Safety, Health and Pollution Department the Safety, Health and Environment Department.
- 1974 • Established the Management Resources Application Council (to promote waste reduction and energy efficiency).
- 1975 • Developed an electronic controlled fuel injection system (cleaner exhaust emissions and improved fuel economy).
 - Developed the Wide U DENSO spark plug (cleaner exhaust emissions).
- 1977 • Developed an O₂ sensor (cleaner exhaust emissions).
- 1979 • Established the Energy Committee.
- 1980 • Developed a monolithic carrier (cleaner exhaust emissions).
- 1982 • Established a system for the prior toxicity evaluation of materials to be used for the first time.
 - Developed the Type III alternator (resource savings and energy efficiency).
 - Developed a diesel distribution-type fuel injection system (cleaner exhaust emissions and improved fuel economy).
- 1985 • Developed an anti-lock braking system (safety).
- 1988 • Established the Special Committee in Response to Restrictions on CFCs.
- 1989 • Developed an airbag sensing system (safety).
- 1991 • Established the Recycling Committee.
 - Launched operation of cogeneration facilities (Nishio Plant)/Japan.
- 1992 • Established the Environment Committee.
- 1993 • Formulated the DENSO Environmental Charter and Initiatives Action Plan.
- 1995 • Halted use of ozone-depleting substances (with the exception of HFC/CFC substitutes).
 - Commercialized the world's first electronically controlled common rail system.
 - Developed an ECU (safety) for vehicle stability control (VSC).
- 1996 • Received the Global Environment Award.
- 1996 • Formulated the Second DENSO Environmental Action Plan.
 - Began procedure for ISO 14001 certification.
- 1998 • Obtained ISO 14001 for all plants in Japan.
- 1999 • Issued the first Environmental Report.
- 2000 • Achieved zero emissions at Anjo and Kitakyushu plants in Japan.
 - Formulated DENSO group's Green Procurement Guidelines.
 - Formulated DENSO EcoVision 2005.
- 2001 • Established environmental committees for each of DENSO's worldwide regions.
 - Developed "Eco-Cute," the world's first natural refrigerant (CO₂) heat pump hot water system (protection of the ozone layer and energy efficiency).
- 2001 • Established environmental accounting guidelines for the DENSO group.
 - Adopted the Eco Indicator environmental index.
 - Achieved zero emissions at all 14 facilities in Japan.
- 2002 • Held the first Environmental Forum.
 - Developed the world's first CFC-free car air conditioner (protection of the ozone layer).
- 2003 • Completed ISO 14001 certification by all 67 companies in the DENSO group.
 - Jointly launch a simpler EMS EcoStage.
 - Achieved zero emissions at 18 domestic group companies.
- 2004 • Developed a pre-crash safety system (millimeter-wave radar) (safety).
 - Developed refrigeration units for refrigerator vehicles that use the world's first ejector cycle (energy efficiency).
- 2004 • DMHU (Hungary) won the European Business Award for the Environment
 - Co-developed the world's first mercury-free discharged headlamp
 - DNTW (Taiwan) won the Corporate Environmental Protection Award
- 2005 • Developed a new Common Rail System with Piezo Injector



The "DENSO" Electric car (1950)



Analysis of exhaust emissions (1970s)



Troubleshooting training at a wastewater treatment plant (1990s)



DENSO Environment Committee



DMHU (Hungary) received "European Business Award for the Environment"