

**Our Basic Principle is
“The Development of the Employee”
Strive to be a Trustworthy Company in Harmony with Society**



Koichi Fukaya

Koichi Fukaya, President and CEO

**Carry Out Our Corporate Philosophy
with Honesty
Become a Global Corporation**

Since our establishment, we have enthusiastically strived to contribute to the automotive industry and to society in our capacity as an automotive components company. We appreciate the fact that our business has been growing because customers and society fully understand and support our efforts to carry out our corporate philosophy: “Contributing to a better world by creating value together with a vision for the future.” The phrase, “Focusing on the future, we make a contribution to the happiness of people,” embraces our predecessors’ commitment to fulfill our responsibilities and accomplish our mission of building a sustainable society.

DENSO VISION 2015, a long-term management policy formulated to realize our corporate philosophy, is composed of two goals. One is that we are eager to contribute to the development of an advanced automotive society, where cars co-exist with people and the environment without having a negative impact on them, and where people can enjoy a culture of affluence. The other is that we want to become a “truly global company” by establishing community-rooted business bases, and by meeting expectations and earning the trust of customers worldwide.



DENSO Group Declaration of Corporate Behavior

DENSO now has more than 100,000 group employees in over 200 business bases in 32 countries and regions to develop our global operations. Amid the ongoing globalization of business, it is essential that we keep doing business with a balanced focus on the economy, society and the environment, each of our employees strives to contribute to the realization of a sustainable society that respects the history, culture and customs of each country and region. To achieve that, we need to put corporate social responsibility (CSR) at the core of our corporate activities, and achieve the highest quality in management.

We did not believe that corporate social responsibility (CSR) was just an obligation imposed on us. Instead, we proactively reviewed the actions we should take as a corporate citizen.

In April 2006 we created the DENSO Group Declaration of Corporate Behavior as a guideline for our corporate activities and shared it among all group employees. It establishes exactly what DENSO can and should do for each of our stakeholders, including customers, suppliers, shareholders, investors, local citizens and employees, paying close attention to the relationship between each of them and DENSO. It also shows our commitment to taking the initiative in contributing to the building of a sustainable society. To disseminate this declaration to all group employees, we launched a CSR Promotion Committee. I assumed the role of committee chairperson, and I intend to actively promote all activities.

Our Basic Principle is The Development of the Employee

I believe that it is vital that all group employees who play major roles in CSR activities heighten their awareness of CSR and become motivated to act based on CSR in their daily activities. This requires the development of each employee, to which we have committed ourselves as the foundation necessary for becoming “a trustworthy company in harmony with society.”

Our driving motivation is to provide high-quality and environmentally friendly products that satisfy our customers. This involves nurturing our employees, who we have consistently valued based on the idea that we believe the starting point of manufacturing is the development of employees.

The many ways that DENSO has been engaged in the development of our employees since our establishment are featured in the “DENSO CSR Challenge” segment of this report. It also introduces examples of how we share the “DENSO Spirit,” our intangible property created from the experiences of our predecessors beyond our era, borders and generations, and how we reflect it in our daily CSR activities.

I am convinced that these hardworking efforts are the basis for CSR activities, which DENSO has carried out to become a trustworthy company in harmony with society.

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The CSR report contains ideas and efforts that make us unique. We sincerely hope that you read about and thoroughly understand our activities. We would also be grateful for your candid opinion and feedback.