

Aiming for CSR rooted in every associate

In order for DENSO to continue growing as a truly global corporation, it is more and more important for us to watch for trends in society, to be aware of changes in society, and to quickly and precisely respond to the demands of society.

As such, in fiscal 2006 DENSO started the management based on CSR in which the relationship to society is emphasized. We are working on this management together, driven by the corporate culture of the DENSO Spirit (Foresight, Credibility, Collaboration).

As a member of automotive industry, DENSO must strive more to face social issues including quality improvement, occupational safety, and eradication of traffic accidents.

In order to solve these issues, every associate of the DENSO group must understand the “ISR (Individual Social Responsibility)” and put it into his or her action.

DENSO is determined to make more efforts to aim at a “true CSR” backed by the awareness and action of each of its associate.



Senior Managing Director,
Member of the Board
Responsible for CSR
Nobuaki Katoh

Highlights of activities for fiscal 2006

For our customers

Reliability Center in full operation

A research facility called the "Reliability Center" was established at DENSO headquarters to hand down its sophisticated assessments, analyses, and technologies for improving the quality of products.



Museum of Past Troubles

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Established DENSO Diag-Station

Under the coordination of eight regional sales companies in Japan, DENSO began to build a new service network for the fault diagnosis of technologically-advanced vehicles.

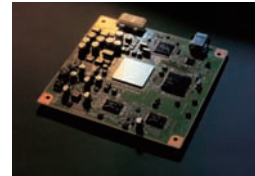


DENSO Diag-Station

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Progressed more in preventive safety and pre-crash safety

DENSO developed the main components of the object detection systems for such as pedestrians and the pre-crash seatbelt systems, both of which constitute the parts of the new PCS



Stereo Image-Processing ECU

(Pre-crash Safety) system installed in the TOYOTA Lexus LS460.

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With our associates

Started "DENSO-way Monozukuri Education"

DENSO is strengthening DENSO's unique "monozukuri" education with the aim of developing global human resources. The Company aims to speed the development of local leaders in overseas entities.



DENSO-way Monozukuri Education

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Held "Women's Forum" and promoted awareness-raising

As a part of the activities to raise awareness of promoting the success of female associates, in December 2006 DENSO held the "Women's Forum."



Women's Forum

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Jointly established a management company for infant daycare center

As a part of the efforts to support the balancing of work and child rearing, DENSO jointly established a management company to operate infant daycare centers for associates. The



An infant daycare center

centers have been in operation as of October 2007.

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With our shareholders and investors

Returned profits following increase in sales and income in all regions

DENSO achieved record financial results, due to the strong production of both Japanese and other automakers. Dividends were raised to 45 yen a year.



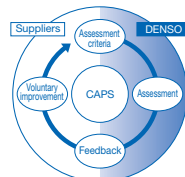
General Meeting of Shareholders

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With our suppliers

Spread out supplier assessment to group companies overseas

DENSO has extensively spread out the "Supplier Assessment System (CAPS)" with impartial standards to group companies overseas, for the purpose of mutual



Assessment activities with CAPS for improvement

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development and increased corporate performance.

Revised Green Procurement Guidelines

DENSO expanded the scope of suppliers covered and the Company requested to strengthen chemical substance management, report LCA of newly supplied components and materials, and consider the environment in logistics.



Homepage for procurement activity (in English)

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With global and local communities

Enhanced wheelchair production and basketball exchanges

DENSO expanded wheelchair production, a supportive project for the NPO "WAFCA," to China. Also, the Company held the first "DENSO/AIOI CUP WAFCA East Asian Wheelchair Basketball Friendship Game."



DENSO/AIOI CUP WAFCA East Asian Wheelchair Basketball Friendship Game

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Started operation of an Eco-Point system "DECOPON"

DENSO started the "DECOPON," a point system that supports associates' activities of environmental conservation and of contribution for their local communities. 1,956 associates have been registered.



DECOPON passbook

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Extended the boundary of volunteer activities

DENSO actively made efforts to promote the membership in the "DENSO 'Heartful' Club" and the participation in a group-wide activity of corporate citizenship named "DENSO 'Heartful' Day" or "DENSO Group Community Service Day."



DENSO 'Heartful' Day

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