

DENSO NEWS CONFERENCE REMARKS

“Looking Toward the Future – CO₂ Refrigerant”

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Good morning – and thank you for your interest in DENSO.

The world's population of almost 6 billion now buys approximately 54 million automobiles a year. Cars are a necessity of modern life. We can't get along without them. But in this century, global concern for environmental protection demands that we reduce:

- The amount of resources consumed by automobiles and,
- Their impact on the environment.

We at DENSO clearly recognize this need. One of our core management principles is, “Environmental preservation and harmony with society,” which resulted in a five-year environmental plan, DENSO EcoVision 2005.

EcoVision 2005 calls for DENSO to shift its environmental management from a prior primary focus on the environmental impact of its manufacturing to the environmental impact of products as they are used and disposed.

Now, let's talk further about our environmental activities in product. Many of you may already know that DENSO holds the world's Number One market share in climate control systems, one out of four systems on the road today is a DENSO system. We've held that Number One position for several years.

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The U.S. Environmental Protection Agency even recognized DENSO in 1993 for its leadership role in environmentally responsible climate control. It was DENSO's switch to HFC134a to prevent ozone depletion that distinguished us.

As the worldwide market leader, DENSO intends to continue to push technology boundaries in climate control to meet the goals set forth in DENSO's EcoVision 2005 plan.

And that's why we're here today – to talk about one possible frontier: CO₂ refrigerant.

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