

# DENSO Foundation Announces 2014 Grants to Drive Innovation in Auto Industry

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Foundation gives grants to 19 colleges and universities to advance engineering education

SOUTHFIELD, Mich. – How can we prepare today’s students to be tomorrow’s automotive engineers? Let them get their hands on advanced technology, 3D printers, dynamometers, simulators – all the tools that make the auto industry fun.

“The DENSO Foundation is all about engaging and inspiring students to pursue technology and engineering fields,” said Doug Patton, president of the DENSO North America Foundation. “Our mission is to bridge that gap between what students learn in school and the ‘real’ world.”

Since its inception in 2001, the **DENSO North America Foundation** (DNAF), philanthropic arm of global auto parts supplier DENSO’s North American headquarters, DENSO International America, Inc. (DIAM), has been dedicated to advancing the auto industry through grants to colleges and universities. The Foundation provides students with technology, tools and experiences similar to that of the professional workplace they’ll experience after graduation.

“Without getting your hands dirty and getting involved, you won’t know how things work,” said David E. Cole, member of the DNAF Board of Directors and chairman emeritus and founder of the Center for Automotive Research. “And, that’s exactly what the DENSO Foundation is trying to change. We’re helping spark an interest and preparing students for a fast-paced, evolving industry where there’s a serious need for engineers and manufacturing professionals. The shortage of skilled professionals in the industry is an international challenge that the DENSO Foundation is committed to tackling.”

Dallas Smolarek, application engineer at DIAM, is proof that a hands-on experience is the hook that drives and develops students to work in the auto industry. Working in the DENSO Design Center at Michigan Technological University, a DNAF-funded lab, allowed Smolarek to learn what books couldn't teach her.

“Working in the design center, I was able to follow a project from beginning to end and see the progression of a product – from design and development to prototyping and testing,” said Smolarek. “I learned how to take a comprehensive approach to projects and consider the overall impact. Just because it looks good on paper, doesn't mean it will work.”

Her experience prepared her for her current role at DENSO, having to take a systems approach to powertrain product development and working in a variety of different areas.

The DNAF wants to see more students like Smolarek, excited about helping the auto industry advance and leading innovation. In 2014, the DNAF awarded more than \$753,000 to 19 colleges and universities in North America.

Funds will support a range of projects – from advancing education in driver assistance, advanced safety and robotics programs to supporting competitive student vehicle teams and building new learning centers.

### **Congratulations to 2014 DNAF Grant Recipients**

Arkansas State University  
Auburn University  
California State University – Long Beach  
East Tennessee State University  
Kellogg Community College  
Kettering University  
Lawrence Technological University  
Michigan Technological University  
North Carolina State  
North Carolina A&T State University  
Oakland University  
Ohio State University  
Pellissippi State Technical College  
Tennessee Tech University

University of Detroit Mercy  
University of Michigan – Dearborn  
University of Tennessee at Chattanooga  
University of Tennessee at Knoxville  
University of Waterloo

### **About the DENSO North America Foundation**

A registered 501(c)3 corporate foundation, The DENSO North America Foundation is dedicated to helping students advance their education in engineering, technology and other related programs. Founded in 2001, the Foundation provides grants to colleges and universities throughout North America, helping our communities prosper through the development of a skilled and knowledgeable workforce. The Foundation also provides disaster relief grants through the American Red Cross to aid persons and communities in which DENSO Corporation operates. For more information, visit <http://densofoundation.org>.

DENSO Corporation, headquartered in Kariya, Aichi prefecture, Japan, is a leading global automotive supplier of advanced technology, systems and components in the areas of thermal, powertrain control, electronics and information and safety. Its customers include all the world's major carmakers. Worldwide, the company has more than 200 subsidiaries and affiliates in 38 countries and regions (including Japan) and employs nearly 140,000 people. Consolidated global sales for the fiscal year ending March 31, 2014, totaled US\$39.8 billion. Last fiscal year, DENSO spent 9.0 percent of its global consolidated sales on research and development. DENSO common stock is traded on the Tokyo and Nagoya stock exchanges. For more information, go to [www.globaldenso.com](http://www.globaldenso.com), or visit our media center at or visit our media website at [www.densomediacycenter.com](http://www.densomediacycenter.com).

Currently, in North America, DENSO employs more than 17,000 people at 32 consolidated companies and affiliates. Of these, 28 are manufacturing facilities located in the U.S., Canada and Mexico. In the U.S. alone, DENSO employs more than 14,000 people in California, Michigan, North Carolina, South Carolina, Tennessee, Kentucky, Georgia, Iowa, Ohio, and Arkansas. DENSO's North American consolidated sales totaling US\$7.9 billion for the fiscal year ending March 31, 2014.

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