



A Message from Ken Ito, President & CEO of DENSO in North America

Bringing hope for the future for our planet, society and all people.

You may have seen this slogan before. It is our Long-term Policy 2030 slogan—the theme that guides our activities over the next ten years. These are more than nice words to use in presentations, or on the website. These words give us direction as One DENSO, they are what motivate us and give us purpose. **Hope** is woven into DENSO’s foundation, part of who we are.

DENSO and our associates have faced many challenges and hardships over the past 70 years:

- The Great East Japan Earthquake in 2011, and the devastation it caused in Japan and impact worldwide
- The Great Recession in 2008, and the sacrifices many of us had to make with our families and as a company
- Even in DENSO’s early years, we experienced very personal tragedy as a company. In 1969, the explosion at one of DENSO’s die-casting factories killed six people and injured more. As a company, we vowed never to let this happen again, resulting in our ‘Safety First’ focus.

And now, we see a new challenge with COVID-19 pandemic worldwide. But, we are responding as DENSO team has historically done—strong, unafraid, ready to help and bring hope.

I am so proud to be part of the strong, unwavering DENSO team. I am overwhelmed by your creativity, willingness, and ability to help society in today’s crisis.

I want to say Thank You, and share with everyone how some of our teams are responding to the crisis and helping our communities, bringing hope to all:

- DENSO International America in Southfield, Mich., is donating over 1,600 of the respirators to Ascension Providence Hospital-Southfield.
- DENSO Manufacturing Michigan is giving 300 respirators to Bronson Battle Creek Hospital.
- DENSO Manufacturing North Carolina is donating a number of the masks to Vident Medical Center.
- DENSO Manufacturing Tennessee is producing thousands of face shields for local health care workers.
- Mike Mansfield, a section leader at DENSO Manufacturing Canada, responded to a public request to 3D-print face shield components to help Canadian hospitals.
- DENSO Manufacturing Canada is also donating 500 surgical masks to local paramedics and 1,500 surgical masks to Guelph General Hospital, with support from Health and Safety Specialist Victoria McShannon.

And, there is still more work and collaboration being done. This response is exactly what it means to “*bring hope to the future of our planet, society and all people.*” This is what it means to be a DENSO associate.

Together, we persevere. Together, we are strong. Together, we bring hope.

I am deeply grateful for all associates and your efforts during this time.

Ken Ito, President & CEO
DENSO in North America