

DENSO 70th Anniversary Project 1949-2019

# Looking back on the last 70 years Dissemination of countdown information

countdown

23  
days

DENSO will be celebrating its 70th anniversary on December 16, 2019.

Let's look back on the last 70 years in 70 days.

1996

Vol. 47

[Leap]



Ceremony to launch new company name (October 1, 1996)

## NIPPON DENSO → DENSO

Separation and independence of the electrical component and radiator division from Toyota Motor Corporation in 1949. Our company name "NIPPON DENSO" was adopted with a determination to be an electrical component manufacturer that contributes widely to the entire Japanese automobile industry. Becoming a reality in the late 1960s, our business expanded globally, starting with the establishment of a sales office in the US in 1966. Then, in October 1996, the word "NIPPON" was removed from our company name, marking the **beginning of a new course for DENSO as a global company.**

株式会社 デンソー

① 和文社名表記

DENSO CORPORATION

② 英文社名表記

**DENSO**

③ 会社マーク

Company name notation and company logo established in 1996