

DENSO 70th Anniversary Project 1949-2019

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

countdown

30  
days

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

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

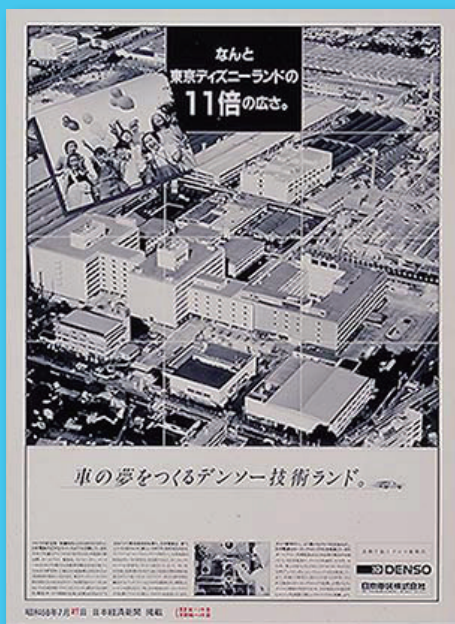
1989

Vol. 40

## [Transmission]



Actively participated in exhibitions in Japan and overseas (SAE show)



Implemented since 1983  
One corporate advertising series in newspapers

## Establishment of Corporate Communication Division

Although the Sales Admin. Division has been responsible for DENSO's advertising and promotion since its inception, in 1989, a Corporate Communication Division was set up to integrate our media response and corporate PR activities. The theme of advertising and promotion had expanded from product PR to include the enhancement of our corporate image and the communication of corporate messages. In addition, we are focusing on integrated activities both in Japan and overseas with the aim of achieving "global communication". **The role of advertising and promotion is becoming more and more important in order to form a corporate image that is capable of obtaining empathy from society.**