

DENSO 70th Anniversary Project 1949-2019

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

countdown

36  
days

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

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

1983

Vol. 34

## [Quality First]



Handbook on the "TQC by Everyone in a Global DENSO" campaign

## TQC activities



1st TQC executive officer training conducted at the Hamanako Training Center

The "Global DENSO: carrying out TQC together" campaign was started in January 1983. This campaign aimed to **create a corporate structure and develop products that can achieve top rankings in the world.** In July, we conducted the 1st TQC training course for divisional directors and in September of the same year, we conducted the 1st TQC executive officer training course for all executive officers, enforcing this campaign throughout the whole company. As a result of this promotion, 11 of DENSO products managed to attain the No. 1 share in the world in 1988, thereby contributing immensely to the attainment of 1 trillion yen in sales.