

DENSO 70th Anniversary Project 1949-2019

Looking back on the last 70 years Dissemination of countdown information

countdown

53
days

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

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

1966

Vol.17

[Pioneer]



Neighborhood of the Chicago office around 1995

First overseas base

As competition in the domestic market intensified, DENSO opened its Chicago office in March 1966 with the aim of promoting sales by forestalling other companies in expanding overseas. In 1967, DENSO received an inquiry from Ford for a large order of electric window washer motors to replace its foot pedal-type motors. Although the product had to be able to withstand the tough environment unique to the US, the relevant division succeeded in gaining the trust of Ford by cooperating with one another to meet its needs. This served as an impetus to expand sales to a lot more customers.



Denso's first electric window washer motor delivered directly to Ford