

DENSO 70th Anniversary Project 1949-2019

Looking back on the last 70 years Dissemination of countdown information

countdown

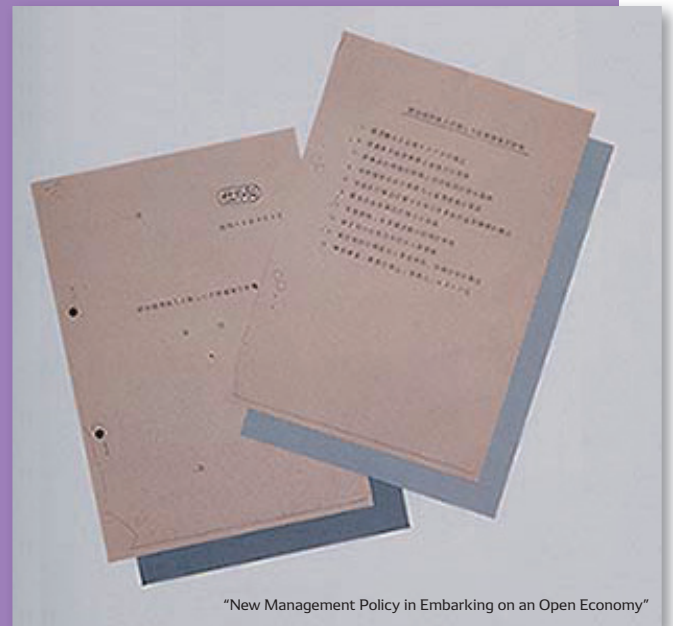
55
days

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

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

1964

Vol.15
[Leap]



"New Management Policy in Embarking on an Open Economy"

Towards a Global DENSO

Japan joined the OECD in April 1964. The open economic system of Japan advanced greatly. With regard to how DENSO ought to deal with the trade liberalization for passenger cars, the opinions of all managers were consolidated and in August, a "New Management Policy in Embarking on an Open Economy" (subsequently renamed as the "Open System Guidelines") was formulated. Therefore, the company declared that **"DENSO will turn global. We will move resolutely towards this goal. This is the mission of all our employees.** And the one and only way that our employees can achieve happiness. This is what we believe".



Meeting with Ford when the first started exports