

DENSO 70th Anniversary Project 1949-2019

Looking back on the last 70 years Dissemination of countdown information

countdown

63
days

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

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

1956

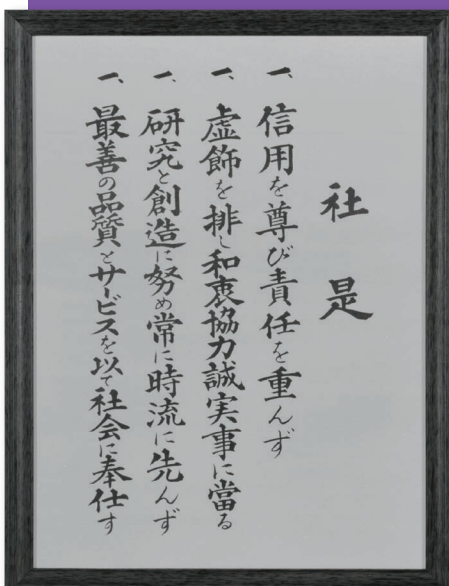
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[Origin]



Chairman Torao Hayashi (1968) giving a speech on practicing THE NIPPONDENSO SPIRIT

Presentation of THE NIPPONDENSO SPIRIT

In early 1956, the number of employees reached 1,450. Moreover, about 40% of them joined the company after DENSO became independent, and subsequently, new recruits were brought in continually. New employees who had joined the company did not have the opportunity to learn about the founding spirit and thinking of Sakichi Toyoda in establishing the Toyota group of companies. Therefore, President Torao Hayashi created THE NIPPONDENSO SPIRIT from the 4 mottos by widely soliciting proposals on "THE NIPPONDENSO SPIRIT" from not only executives officers and managers but general employees as well, and incorporating them into the Toyoda doctrine based on these in March 1956.



4 mottos as THE NIPPONDENSO SPIRIT written in ink