

DENSO 70th Anniversary Project 1949-2019

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

countdown

65  
days

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

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

1954

Vol. 5  
[Challenges]



Engineer dispatched from Robert Bosch to teach magneto product inspection

## Announced the company's first "5-Year Plan"

Through exchanges with Robert Bosch by our executives and engineers since 1952, we began to realize that a management plan from a long-term perspective is necessary. In January 1954, President Torao Hayashi said to all employees, "I would like to gather all of our intellect and wisdom and make every effort to formulate a company management policy with specific plans being enacted for production, equipment, funds, technology, sales and welfare", and announced the "Company's 5-Year Plan" under the slogan "Standing Shoulder to Shoulder with Bosch in 10 Years".



Company's initiation ceremony (1954)