

DENSO 70th Anniversary Project 1949-2019

Looking back on the last 70 years Dissemination of countdown information

countdown

67
days

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

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

Vol. 3 [Growth]



Reached top position in sales of electric washing machines

Taking advantage of its experience in developing spindle motors and the sheet metal technology and coating equipment that it developed for the manufacture of electric vehicles, DENSO launched an electric washing machine with a rotating drum. Compared to the stirring method of other companies, DENSO was able to wash a large amount of clothes without damaging the fabric with a rotating system, reaching a monthly production volume of 1,000 units for a period and boasting the highest sales in Japan in July 1952. In response to the increase in sales, the Nagoya Washing Machine Sales Office and other sales offices were established together with the establishment of a nationwide sales organization.



Advertisement for DENSO washing machine