

DENSO International America Appoints Rob Hempel to Vice President of Sales & Marketing Division

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SOUTHFIELD, Mich. – Rob Hempel has been appointed to vice president of the Sales and Marketing Division for DENSO International America, Inc. (DIAM). Located at DENSO's North American headquarters in Southfield, Mich., Hempel is responsible for directing business strategy, operational and personnel activities for the Toyota Sales group. The position was effective Jan. 2, 2014.

Previously, Hempel served as director of the Chrysler Sales group where he was responsible for overseeing the group's overall business strategy and sales activities for the North American region.

Hempel first joined DIAM in 1993 as an engineer in the Engine Management Systems and Components, Fuel Delivery department. In 2000, he was appointed to sales manager of the General Motors Powertrain Sales group and, in 2004, was promoted to senior manager of the General Motors Thermal Business group.

In 2006, Hempel took an assignment in Shanghai, China, aimed at developing local support for General Motors business and keeping face-to-face contact with key executives in the Asia-Pacific region. He returned to North America in 2007 and was appointed to director of Chrysler Sales.

Hempel holds two degrees, including a Master of Business Administration degree from the University of Michigan in Flint, Mich., and a Bachelor of Science in Product Design Engineering Technology from Ferris State University in Big Rapids, Mich.

He currently serves on the Southfield High School Marketing Advisory Board, has been a member of SAE since 1993, and also is a member of Marketing & Sales Executives of Detroit (MSED).

DENSO Corporation, headquartered in Kariya, Aichi prefecture, Japan, is a leading global automotive supplier of advanced technology, systems and components in the areas of thermal, powertrain control, electronics and information and safety. Its customers include all the world's major carmakers. Worldwide, the company has more than 200 subsidiaries and affiliates in 36 countries and regions (including Japan) and employs more than 130,000 people. Consolidated global sales for the fiscal year ending March 31, 2013, totaled US\$38.1 billion. Last fiscal year, DENSO spent 9.4 percent of its global consolidated sales on research and development. DENSO common stock is traded on the Tokyo and Nagoya stock exchanges. For more information, go to www.globaldenso.com.

Currently, in North America, DENSO employs more than 17,000 people at 32 consolidated companies and affiliates. Of these, 28 are manufacturing facilities located in the U.S., Canada and Mexico. In the U.S. alone, DENSO employs more than 11,000 people in California, Michigan, North Carolina, South Carolina, Tennessee, Kentucky, Georgia, Iowa, Ohio, and Arkansas. DENSO's North American consolidated sales totaling US\$6.8 billion for the fiscal year ending March 31, 2013.

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