

# DENSO Launches Traffic Safety Education Programs with Mitsui Sumitomo Insurance

Employees will help educate with global traffic safety tips in Thailand, China, and Japan

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**Contact: Yu Matsuda and Yuri Iwata**

DENSO International America, Inc.

Phone: 81-566-25-5594

yu\_matsuda@denso.co.jp

yuri\_iwata@denso.co.jp

**KARIYA, Japan** – DENSO Corporation is partnering with [Mitsui Sumitomo Insurance Co., Ltd.](#), a global insurance company headquartered in Japan, to launch a traffic safety education program in Thailand, China and Japan. Local DENSO employees will have the opportunity to participate as instructors to help raise awareness of the specific traffic issues in each country.

For years, DENSO has implemented traffic safety activities in various countries and regions. Now, in collaboration with Mitsui Sumitomo Insurance, and InterRisk Research Institute & Consulting, Inc. (a group company of Mitsui Sumitomo Insurance), both of which have extensive traffic safety data and expertise, will prepare educational materials to help train employee volunteers at DENSO and Mitsui Sumitomo Insurance to be safety instructors at local schools and facilities.

DENSO and Mitsui Sumitomo Insurance employee instructors aim to improve attitudes towards global traffic safety. Through these programs the companies hope to achieve a society free of accidents involving drivers and vulnerable road users, such as pedestrians.

## **Details of the activities in each country**

In Thailand, many traffic accidents involve motorcycles and those who do not wear helmets are most at risk of being seriously injured. Motorcycle drivers and passengers are required to wear helmets to ensure their safety. Traffic safety education will be offered at elementary

schools. focusing on children and their guardians, especially to encourage them to wear helmets, many of which are donated.

- In China, traffic safety education is rarely provided and many children are involved in traffic accidents. Traffic safety educational materials have been created for children, and employee instructors are visiting elementary schools. The program started in the community near DENSO's base in China.
- In Japan, traffic safety programs will be organized for senior citizens as they often are involved in traffic accidents. In Kariya, Aichi (where DENSO's head office is located), DENSO organized a campaign to distribute light reflector stickers and encourage citizens to put them on their shoes, in order to raise awareness about traffic safety when walking at night. This campaign will be expanded to other areas.

Toward 2020, the DENSO Group will help solve social issues through its business operations by focusing on the environment and security and safety to create a better future and preserve the planet.

### **Photos taken during activities**

On June 13, elementary school students at the Shanghai Technical Center in China experienced traffic safety educational activities.

On June 29, traffic safety education was given at an elementary school in the suburbs of Bangkok, Thailand (Samut Prakan Province) and five hundred helmets were donated.

### **About DENSO Corporation**

DENSO Corp., 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 38 countries and regions (including Japan) and employs more than 150,000 people. Consolidated global sales for the fiscal year ending March 31, 2016, totaled US\$40.2 billion. Last fiscal year, DENSO spent 8.8 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

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