

# DENSO continues strong commitment in 2017 to FIRST Robotics and STEM education

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**SOUTHFIELD, Mich.** – DENSO, a global automotive supplier with its North American headquarters in Southfield, Michigan, announces its 2017 commitment to FIRST Robotics. DENSO has backed FIRST, a program designed to inspire young people's interest and participation in science and technology, for more than 15 years through volunteer mentors, product and technology donations, and monetary funding. Since 2002, DENSO has donated more than \$800,000 to FIRST Robotics.

DENSO announced its plans today as Michigan Governor Rick Snyder, Honorary Chair of the *FIRST* Championship Detroit Host Committee, and other Detroit leaders launched activities leading up to *FIRST* Championship Detroit in April 2018 at a press conference at the North American International Auto Show at Cobo Center in Detroit.

DENSO, a Silver Level Supplier Sponsor of FIRST, has teamed up with its affiliate, ASMO North Carolina, to donate 22,000 window motors to student team build kits for the for 2016-2018 competition seasons. Students are challenged to use the window motor and other parts to build a robot that completes the challenge they're given. DENSO's motor can be used to spin wheels, or move parts or "joints" of the robot.

"Every FIRST Robotics team around the world will have a DENSO motor available to use on their champion robot," said Doug Patton, executive vice president of Engineering at DENSO. "DENSO donates its technology to help students get 'real-world' hands-on experience. We want to engage students and get them excited about careers in engineering and technology."

In 2017, DENSO is also sponsoring 25 teams throughout North America

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- 12 high school and 2 middle school teams in Southeast Michigan
- 6 teams in Battle Creek, Mich.
- 2 teams in Maryville, Tenn.
- 2 teams in Cedar Falls and Waterloo, Iowa
- 1 team in Dublin, Ohio

DENSO also sponsors the FIRST Robotics Southfield (Michigan), Lakeview (Michigan), Smoky Mountain (Tennessee) and Iowa regional competitions since they are held in the communities where DENSO is located.

FIRST Robotics has been compared to a varsity sport with hands-on training in science and technology to help students discover how rewarding a career in engineering or technology can be. STEM and mentoring programs like FIRST also give DENSO employees a chance to give back.

“One of the best things I get out of participating is watching when the kids understand and the lightbulb goes on” said Gary Held, DENSO senior design engineer and FIRST Robotics mentor.

“It’s a great opportunity to open kids up to hands-on learning about science, technology, engineering and math – some things that you might not get from regular classes.”

Participating in FIRST Robotics encourages students to pursue education and careers in STEM-related fields and inspires them to become leaders and innovators, and enhance their 21st century work-life skills.

### **About FIRST**

FIRST was founded in 1989 to inspire young people’s interest and participation in science and technology. Based in Manchester, NH, the 501(c)(3) not-for-profit public charity designs accessible, innovative programs that motivate young people to pursue education and career opportunities in science, technology, engineering, and math, while building self-confidence, knowledge, and life skills. High-school-aged teams compete head-to-head on a special playing field with robots they have designed, built, and programmed.

Under strict rules, limited resources, and the guidance of volunteer mentors including engineers, teachers, business professionals, parents, alumni and more, teams of 25+ students have just six weeks to build and program robots to perform challenging tasks against a field of competitors. They must also raise funds, design a team “brand,” hone teamwork skills, and perform community outreach. In addition to learning valuable STEM and life skills, participants are eligible to apply for \$25+ million in college scholarships.

### **About DENSO in North America**

DENSO is a leading global automotive supplier of advanced technology, systems and components in the areas of thermal, powertrain control, electronics and information and safety. With its North American headquarters located in Southfield, Michigan, DENSO employs more than 23,000 people at 30 consolidated companies and affiliates across the North American region. Of these, 28 are manufacturing facilities located in the United States, Canada and Mexico. In the United States alone, DENSO employs more than 15,000 people in Alabama, Arkansas, California, Iowa, Georgia, Kentucky, Michigan, North Carolina, Ohio, Pennsylvania, South Carolina, Tennessee and Texas. DENSO’s North American consolidated sales totaled US\$9.9 billion for the fiscal year ending March 31, 2016. For more information, go to [www.densocorp-na.com](http://www.densocorp-na.com). Connect with DENSO on Facebook at [www.facebook.com/DENSOinNorthAmerica](https://www.facebook.com/DENSOinNorthAmerica)

### **DENSO Worldwide**

DENSO Corp., headquartered in Kariya, Aichi prefecture, Japan has more than 200 subsidiaries and affiliates in 38 countries and regions (including Japan) and employs more than 150,000 people worldwide. 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 [www.denso.com](http://www.denso.com), or visit our media website at [www.denso.com/global/en/news/media-center/](http://www.denso.com/global/en/news/media-center/)

### **About DENSO’s North American Aftermarket Group**

DENSO’s North American aftermarket group supplies parts for original equipment service dealers, independent aftermarket service centers and retailers. In addition, the company distributes heavy-duty diesel and

electrical components, portable commercial air-conditioning units and industrial robots. The company employs approximately 500 people in Long Beach and Murrieta, California. The company's product line includes heavy-duty and automotive alternators, starters, oil, cabin and air filters, spark plugs, AC compressors, oxygen sensors, ignition wires, fuel pumps, fuel injectors and wiper blades. For more information, go to [www.densoautoparts.com](http://www.densoautoparts.com). Connect with DENSO Auto Parts on Facebook at <https://www.facebook.com/densoautoparts/>.

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