

16 MANUFACTURING MYTHS

When you think of manufacturing, you probably think:
It's boring, repetitive and dirty.

But, innovation comes to life through manufacturing. At DENSO, we set out to bust the myths of manufacturing because our success relies on those who specialize in mono-zukuri - the art of making things.

It's dirty.

Our approach to manufacturing is clean and green. By maintaining clean, efficient, and eco-friendly facilities, we can ensure our employees are safe and our products are high-quality.

Manufacturing isn't a stable career path.

We've invested in and expanded our product development and manufacturing capabilities to the tune of more than \$1 billion, adding more than 6,000 new jobs across North America.

Manufacturing isn't cool.

Manufacturing has the power to change lives. Our people are making advanced technologies that save lives, protect the environment and create a more comfortable and sustainable future. They have their hands on the latest technology before it hits the road.

There are no advancement opportunities.

Training centers, on-the-job development, tuition reimbursement and team activities empower employees at every level to learn, grow in their career, and contribute ideas that help improve our overall efficiency and quality.

Manufacturing work is repetitive and boring.

DENSO promotes teamwork focused on creative solutions to the ever-changing manufacturing environment. We make most of our own manufacturing equipment, which allows us to tailor our equipment to ensure the safety of our people and quality of our products.

MANUFACTURING JOBS ARE LOW-SKILLED.

Our people are highly-skilled, trained to program and operate advanced machines and high-precision robots that perform quality tests and checks throughout the production process.

For us, Manufacturing Matters.

DENSO Celebrates Manufacturing Day

To dispel manufacturing myths and also encourage students to pursue careers in science, technology, engineering and math (STEM) DENSO is opening its doors to high school and college students nationwide on National Manufacturing Day on October 7.

DENSO is hosting onsite tours and also hands-on events at high schools and colleges in many of the communities in which it operates to spread the word that manufacturing is clean, green, innovative and creative. Events range from interactive activities to tours and presentations on exciting high-tech manufacturing careers.



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