



President & CEO Arima expressed his new year message in a single "Kanji".
Kanji for this year is "Katsu". He emphasised three meanings of "Katsu"

President & CEO

Koji Arima

**Let's have a vision and bring that vision to life with passion and energy!
Let's make DENSO a company that positively impacts the world
and makes our customers smile —through our technologies and skills.**

活力 : Maximizing your energy

Each associate

Let's each bring our passion and energy to our work.
And let's be committed to our ideas
and our dreams and have the courage to fight through any challenge.

活性 : Inspire each other

Work place

In order to realize your ideas and dreams,
let's share our ideas and passion to inspire and energize one another.
Let's make the work place a place where you feel a sense of unity,
where the tremendous amount of energy of realizing your dream is felt by the whole team.

活氣 : Liven up DENSO

Whole company

Let's keep growing and take pride in our work.
We will strive to become a vibrant company
that brings smiles to our customers by continuously
delivering value that positively impacts society,
protects the environment and provides peace of mind to all.