

The introduction of our global brand marks a new beginning for DENSO. Historically, DENSO has been “behind the scenes” because we are a business-to-business company. **With our new brand, this is going to change.** We’re going to show our customers, our family and friends, and society how we want to contribute to a better world by proactively solving problems. Soon, **they will know who we are, what we stand for, and where we’re going.**

It is up to each of us to share this brand story – every DENSO company, every product group, every manager

and associate. We all have a different perspective, experience, and passion to share, and a different audience who will listen. I am welcoming this opportunity to share the DENSO brand story and my passion with OE customers, investors and associates. These are my stakeholders. I want them to know what DENSO is doing, our vision to create a bright future for generations to come, and how we’re getting there. I want my stakeholders to know more about the DENSO team and our values – what makes us DENSO.

To share our DENSO story, we must remember to look at the past. We need to understand where we came from in order to understand where we are going and why. As we continue our brand launch and discussion across North America, you will see more stories and information about what makes us DENSO.

This is a new chapter for DENSO—and each of us has an active role in changing the company, the world and sharing our brand story.

*A Message from Kenichiro “Ken” Ito  
Chairman of DENSO in North America  
Board of Directors, CEO of DENSO’s  
Regional Headquarters (Southfield, Mich.)*

# Telling Our Story & Vision For the Future

**What is my core? Communication and Collaboration:** Communication and collaboration are powerful. Communication and collaboration will increase our knowledge, skills and experience. Communication and collaboration will enhance our organizational capabilities. Communication and collaboration will help us realize DENSO’s vision for the future.

