

# Thai DENSO Group in Collaboration with Asia Injury Prevention Foundation to Raise Safety Awareness

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Reducing Traffic Fatalities in Thailand

**KARIYA (Japan)** – In collaboration with the Asia Injury Prevention (AIP) Foundation, DENSO Corp. subsidiary Thai DENSO Group launched a safety awareness campaign to raise safety awareness in Thailand. The campaign's objective is to reduce traffic fatalities associated with children on motorized bicycles who are not wearing helmets. DENSO kicked off this campaign during Thailand's National Children's Day on January 14 and donated 612 helmets to a local school in Thailand.

According to a survey conducted by the World Health Organization (WHO) in 2010, Thailand ranks third in the world for traffic fatalities. In December 2014, the Thailand Accident Research Center found only 7 percent of children wear helmets on motorized bicycles. As one of DENSO's 2020 Long-term goals is to significantly reduce traffic accidents worldwide, the company is taking steps to improve safety with technology and through awareness campaigns worldwide.

## **Global Safety Initiatives**

In September 2013, DENSO joined the Road Safety Fund, an international fund established by WHO and the Fédération Internationale de l'Automobile (FIA) Foundation\*1, that promotes road safety activities around the world. The latest campaign in Thailand is part of the Road Safety Fund. Other initiatives are also taking place globally to ensure safety on the road. In Japan, DENSO has created maps which enable consumers to discover hazardous locations on the roadway to prevent traffic accidents. A safety campaign in Hungary has also been established for the local communities by distributing reflectors to elementary school students.

## **About DENSO**

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 and employs nearly 140,000 people. Consolidated global sales for the fiscal year ending March 31, 2014, totaled US\$39.8 billion. Last fiscal year, DENSO spent 9.0 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.globaldenso.com](http://www.globaldenso.com), or visit our media website at [www.densomediacenter.com](http://www.densomediacenter.com).

## **About DENSO in North America**

Currently, in North America, DENSO employs more than 17,000 people at 33 consolidated companies and affiliates. Of these, 28 are manufacturing facilities located in the U.S., Canada and Mexico. In the U.S. alone, DENSO employs more than 14,000 people in California, Alabama, Michigan, North Carolina, South Carolina, Tennessee, Kentucky, Georgia, Iowa, Ohio, Arkansas, and Pennsylvania. DENSO's North American consolidated sales totaling US\$7.9 billion for the fiscal year ending March 31, 2014.

## **(Notes)**

\*1The FIA Foundation is a charity established by the Fédération Internationale de l'Automobile (FIA) in the U.K. Since 2002, the Foundation has supported the WHO and the World Bank in global road safety activities and financing.

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