

Three Reasons DENSO is Dedicated to Telling the Samurai Story at the DIA

FEB 24 | 2014

Contact: JoAnna McCulloch

DENSO International America, Inc.

Phone: (248) 750-3361

Email: joanna_mcculloch@denso-diam.com

DETROIT – The samurai are charging into the Detroit Institute of Arts (DIA) to tell their story of battle and culture in the [Samurai: Beyond the Sword](#) exhibit, March 9 – June 1.

DENSO International America, Inc. (DIAM) donated \$50,000 to help tell the samurai story through a display of more than 125 pieces of artwork.

“This gives a true picture of samurai and their impact not only on the Japanese culture, but on the world,” said Bob Townsend, director of External Affairs at DIAM. “While we call the Metro Detroit community our home, we are still rooted in Japanese culture and want to share this influence and history with our community.”

Why Samurai?

1. Samurai were the rock stars of their time.

Samurai played a huge role in shaping the Japanese culture. They were true innovators, influencing culture, spiritual practices and artwork. From starting the Japanese tradition of tea drinking to launching new fashion trends, they were always leading the way. DENSO was founded on these same principles of vision and foresight. It's this foresight that allows DENSO to stay on the cutting-edge of technology innovation.

2. Samurai swords raised the stakes on quality.

The most skilled samurai carried around two distinct swords that made them stand out. And the value of each sword was determined by the quality of the point. DENSO strives to provide new value through quality, and it is this focus on “quality first” thinking that helps to make DENSO successful.

3. Samurai armor was an art form.

Samurai armor was not just protection, it was art. Each suit of armor had

intricate lacing, colors and patterns to make it unique to the wearer. Like the samurai, DENSO is committed to monozukuri – the art of making things. From design to production, DENSO is dedicated to continuous improvement, quality and detail.

DENSO Corporation, 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 36 countries and regions (including Japan) and employs more than 130,000 people. Consolidated global sales for the fiscal year ending March 31, 2013, totaled US\$38.1 billion. Last fiscal year, DENSO spent 9.4 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.

Currently, in North America, DENSO employs more than 17,000 people at 32 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 11,000 people in California, Michigan, North Carolina, South Carolina, Tennessee, Kentucky, Georgia, Iowa, Ohio, and Arkansas. DENSO's North American consolidated sales totaling US\$6.8 billion for the fiscal year ending March 31, 2013.

Connect with us on

Facebook: www.facebook.com/DENSOinNorthAmerica

#