

**GREEN
WAYS**

DENSO's GREEN WAYS

Working toward an advanced automotive society

Matt Matsushita,

President & CEO, DENSO International America

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Philosophy Background

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WAYS

- Consideration in oriental culture
VS.
Individualism in western culture
- “Arigatou”
— difficult to exist
- The Earth
— mankind and creature

DENSO Birth

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- Born in 1949
- Kariya, a small rural town
- Made a mistake in rice farm neighborhood

Environmental preservation and harmony with society

- towards an advanced automotive society
- . . . co-existence of people and the Earth

EcoVision 2015

GREEN
WAYS

- Expansion of environmental management into group companies
- Product development and design that takes into consideration performance improvement as well as the environment
- Steady reduction of environmental impact in global production
- Enhancement of external relationships and information disclosure regarding environmental actions

5-S Principles

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WAYS

- *Seiri* (clearing)
- *Seiton* (arrangement)
- *Seiso* (clean-up)
- *Seiketsu* (cleanliness)
- *Shitsuke* (discipline)

Product Highlights

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- Electric compressor for hybrid vehicles
- Diesel common rail system, 1,800-bar with piezzo injectors
- Mercury-free headlight system, with 50 percent smaller ballast
- Variable displacement compressor
- CO₂ car air conditioning system

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“Handle even a single leaf of green in such a way that it manifests the body of the Buddha. This in turn allows the Buddha to manifest through the leaf.”

Dogen