

DENSO

DENSO & Project Lead the Way

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DENSO International America, Inc.**

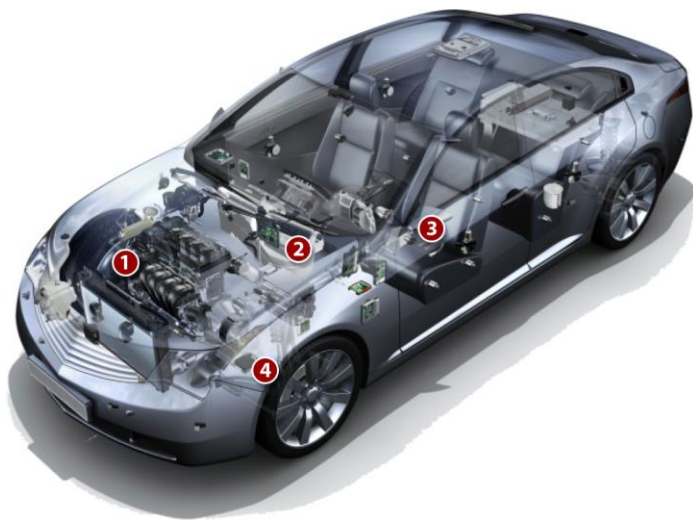
President, DENSO North America Foundation

Who is DENSO?

Global Supplier of Advanced Automotive Technology, Systems and Components with **\$39.8 Billion in Sales** (As of March 31, 2014)

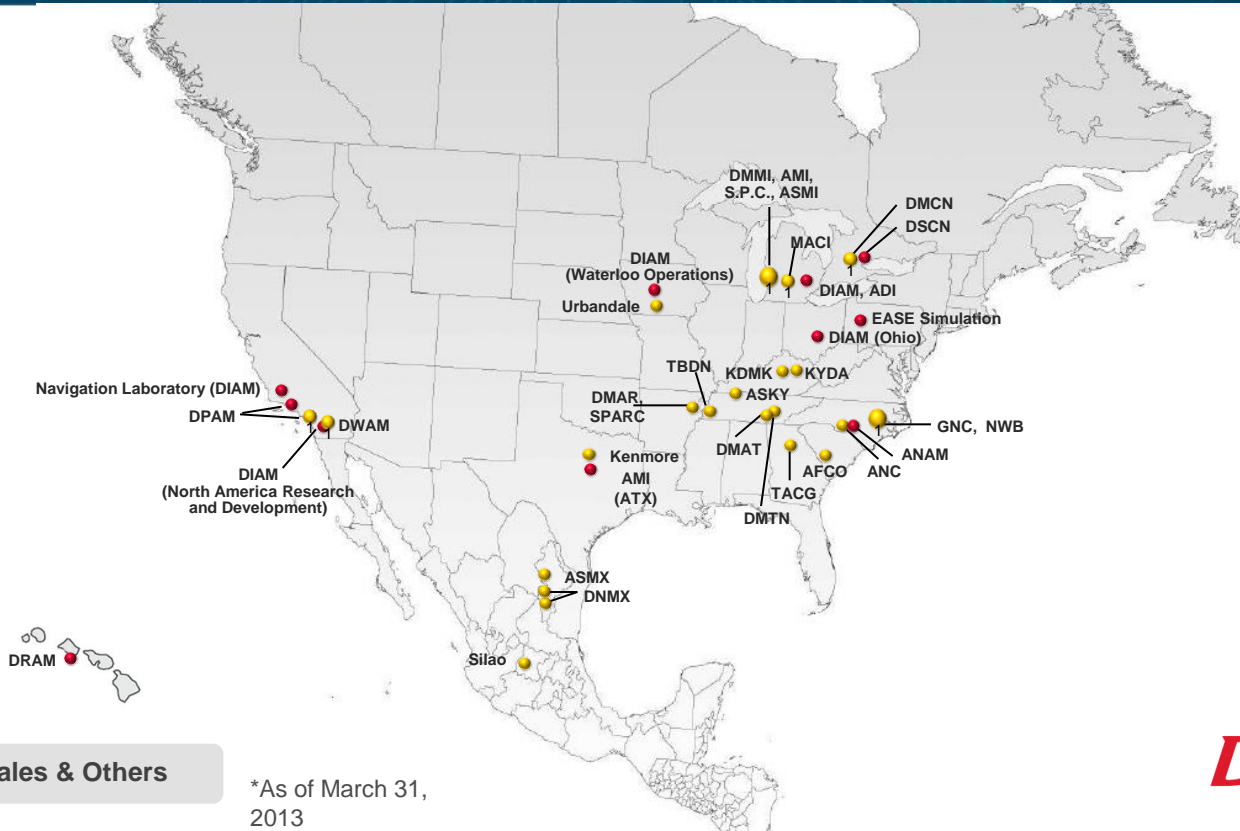
Systems Provider

- 1 Powertrain Control System**
Engine management system, Gasoline direct injection, Hybrid components, Starter, Alternator, etc.
- 2 Thermal Systems**
Heating Ventilation Air Conditioning (HVAC), Compressor, Heat exchangers, Battery thermal management, etc.
- 3 Information & Communications Systems**
Instrument cluster, Head-up display, Human machine interface technologies, Horn, Keyless entry, Wireless phone charger, etc.
- 4 Driving Control & Safety Systems**
Passive safety technologies, Airbag sensing system, Active safety technologies, Traction control system, Antilock braking system, etc.



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DENSO Operations in North America



● Plants ● Sales & Others

*As of March 31, 2013

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The DENSO Challenge

FINDING

Software Engineers • Electrical Engineers • Mechanical Engineers



RETAINING

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The Manufacturing Challenge

LACK OF APPLICANTS

MANUFACTURING AS THE MOST IMPORTANT INDUSTRY FOR A STRONG ECONOMY AND NATIONAL DEFENSE



PARENTS WHO ENCOURAGE KIDS TO ENTER MANUFACTURING



PEOPLE WHO VIEW MANUFACTURING AS TOP CAREER CHOICE



SOURCE: MANUFACTURING EXTENSION PARTNERSHIP

How do we improve? ↗

Our CSR Mission

- Promote **activities** aimed at **building a better future** for the communities in which we work and live, both independently and in **partnership with community** organizations

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What We're Up Against

Negative reputation of being a
slow moving, cyclical industry ▼



Negative reputation of dirty jobs ►



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What We're Up Against

PERCEPTION

How do we change perception?

SKILLS

How do we engage and prepare students to meet the needs of the industry?

ATTRACT

How do we attract students to work in automotive?

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What We Need To Do

Training and feeder programs

Create a community where people want to work

Influence curriculum to meet industry needs

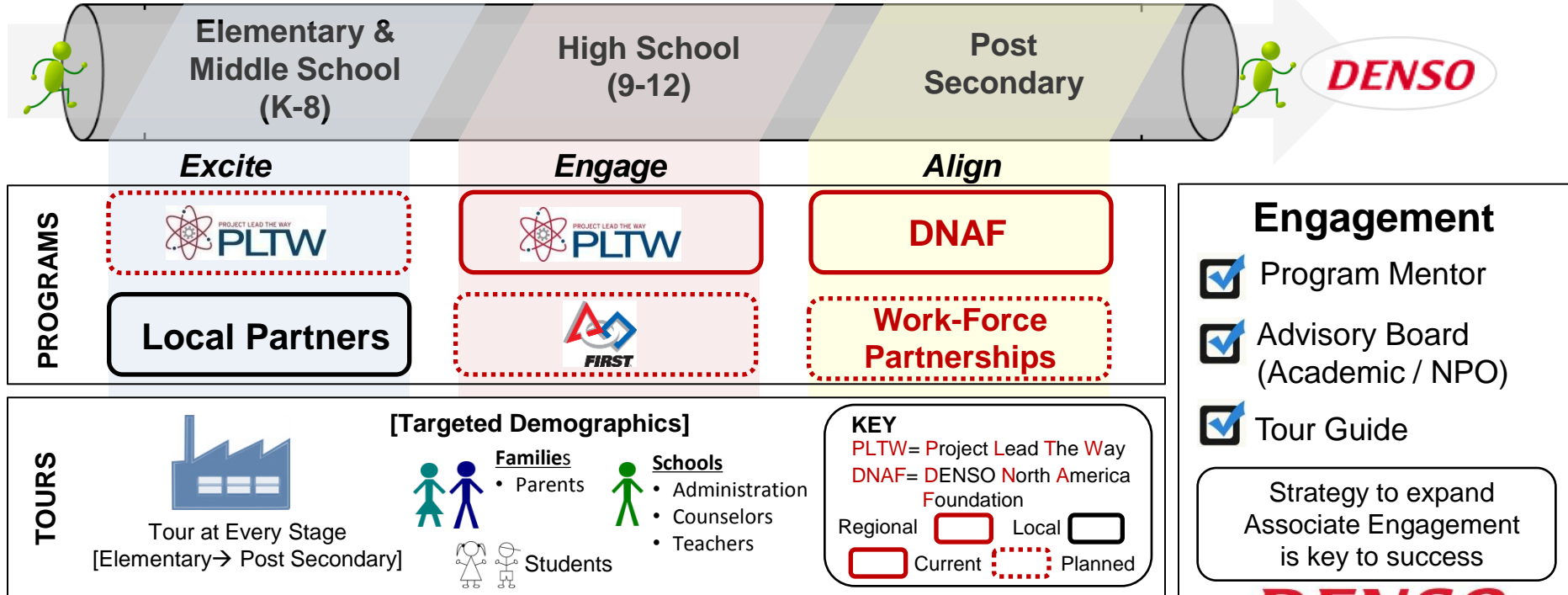
Increase diversity

Co-ops and internship opportunities

Create a work environment that fosters innovation and creativity

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What We Are Doing



- ## Engagement
- Program Mentor
 - Advisory Board (Academic / NPO)
 - Tour Guide
- Strategy to expand Associate Engagement is key to success

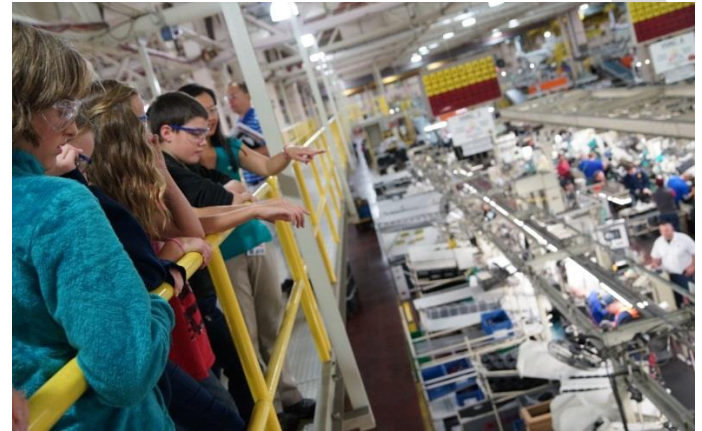


How we pick partners

- National with regional potential
- Embedded into school
- Curriculum based
- Hands on
- Multi-age
- Turn-key
- Partnership between industry & education
- Suitable for engineering and skilled need

DENSO Manufacturing PLTW Example

- Production location of automotive air conditioning and engine cooling components and systems
- Partner with Kalamazoo Regional Educational System
- **20 DMMI volunteer** associates go into classroom to support lessons
- Students, teachers & administrators tour facility



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Conclusion

How can we change perception?

We need to tackle the

STEM CHALLENGE

differently.

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