



# DENSO

## Crafting the Core

The Japanese company Denso Manufacturing Czech s.r.o. is one of the largest and most solid employers in the Liberec Region. It has been present on the Czech market since 18 years ago and with the initial capital accounting for 3 billion CZK it still ranks among the largest foreign investments in the country's history. Denso produces car air conditioning units and their components and the company's top priorities are quality of its products and safety of its employees. Currently the company has 3,473 employees and its operations are managed by a mixed Czech-Japanese top management team. Surface area of the plant is 69,600 m<sup>2</sup> and the majority of company's products are delivered to renowned car manufactures such as Ford, Volkswagen, Seat, Audi, BMW and others. Denso's global network includes 224 companies in 38 countries.



### DENSO PHILOSOPHY

- ❖ To build strong and steady partnership with our customers and suppliers through top class products and services.  
To achieve company's growth with involvement of all employees.
- ❖ To promote employee satisfaction through stable employment, social welfare and personal development.
- ❖ To protect the natural environment and to become a responsible member of society.

### DMCZ MISSION – WHY DOES COMPANY EXIST

- ❖ **Partner of European customers**  
To contribute to DENSO's global growth by setting up a partnership with european customers and gaining their trust.
- ❖ **Denso Europe's showroom**  
To attract customers' attention through the use of innovative DENSO technologies.
- ❖ **Monozukuri leader**  
To become a leading company in Europe in promoting DENSO monozukuri way.
- ❖ **Contribution to continuous improvement of the natural environment and development of the region**  
To participate in the continuous improvement of the natural environment and development of the region.
- ❖ **Employee satisfaction**  
To provide a pleasant, stable and dynamic work environment where employees can grow and meet their personal and professional goals.

