



CSR Case Study - Recognition of 20 years of success DENSO Manufacturing UK Limited, Telford, England

A factsheet outlining how DENSO Manufacturing UK celebrated 20 years since production started in Telford

DENSO Manufacturing UK Ltd. started production in Telford in 1992. Having completed 20 years of production and having developed to be one of the largest employers in the Telford business community it was important that this anniversary did not go unnoticed.

The management team selected a number of different activities over a period of several weeks which are presented in this Factsheet. These included:

- An open day (top picture) on Sunday, 9 September to which the Associates (employees) families were able to enjoy a fun day at the plant including factory tours.
- The opening of the Eco garden (centre picture) took place on Friday 21 September with several VIP visitors from the DENSO Corporation.
- A gala dinner took place on the evening of Friday 21 September (bottom picture) at which several hundred guests attended including community partners, long serving DENSO associates and their partners as well as several VIPs including former Managing Director Hayashi Suzuki.
- Celebratory lunches for all Associates in the Company's Canteen
- The development of a special logo (right) to recognise the Company's achievement.



Celebrating 20 years of outstanding contribution

Highlights from an evening of celebration



Andy Walker receives his recognition medal and certificate



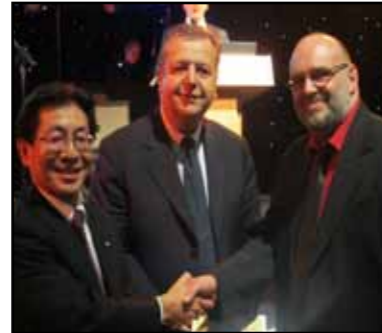
Mark Barratt receives his recognition medal and certificate



Simon Cope receives his recognition medal and certificate



Dipak Sanchania receives his recognition medal and certificate



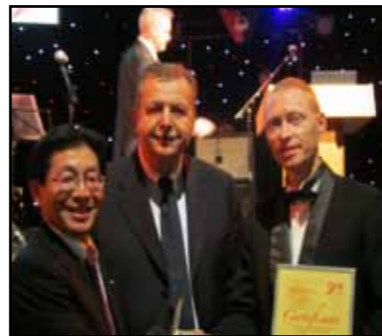
Richard Bartlett receives his recognition medal and certificate



Dave Bhakar receives his recognition medal and certificate



Alan Williams receives his recognition medal and certificate



Richard Mundell receives his recognition medal and certificate



Peter Toms receives his recognition medal and certificate

During the Gala Dinner presentations of certificates of recognition and long service medals were made to each Associates by Mr Yoshikazu Makino (CEO of DENSO Europe) and Mr Manfredo Nicoletti, (Managing Officer and CEO of DENSO Thermal Europe Centre).



William Cooper receives his recognition medal and certificate



Alan Oldroyd receives his recognition medal and certificate



Guests seated in the Telford International Centre



All 11 Associates, each having achieved, 20 years of service



DMUK Managing Director, Mark Hayward addresses the audience at the Gala Event



Head of HR, Ian Trennan presents a cheque for £10,000 to representatives of the Severn Hospice.

DENSO has actively supported the Severn Hospice for many years.



Head of HR, Ian Trennan presents a cheque for £10,000 to a representatives of the Community Foundation for Shropshire and Telford.

DENSO has actively supported the Community Foundation for many years and has established a named endowment fund within the Community Foundation.



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“Demonstrating our responsibility to our Associates”



The Gold Wall - each gold brick is engraved with the name and service years of every Japanese Expatriate that has contributed to DENSO Manufacturing UK Ltd. since its establishment.



A visual display explaining different aspects of DENSO's operations in Telford were presented to guests at their arrival for the Gala Dinner.



Guests arrive for the Gala Dinner.



Associates enjoy a celebratory lunch in the company's canteen which was served by members of the management team.

What does the future hold?

Currently everyone is very busy at DENSO working on the introduction of many new products into its portfolio of work - this is with both existing and new customers. A total of 33 projects will begin mass production within the next year. DENSO has been successful in winning the business to produce the HVAC units for the new Mini being produced in Oxford. Along with other new business this should see sales return to levels nearer the pre-2009 economic downturn.

Managing Director Mark Hayward stated that “as we realise the launch of new products across our entire range, and look forward to significant sales growth in 2013, we can all feel proud in our achievements and look forward to a great and very prosperous future and one in which DENSO can continue to contribute and support our community”