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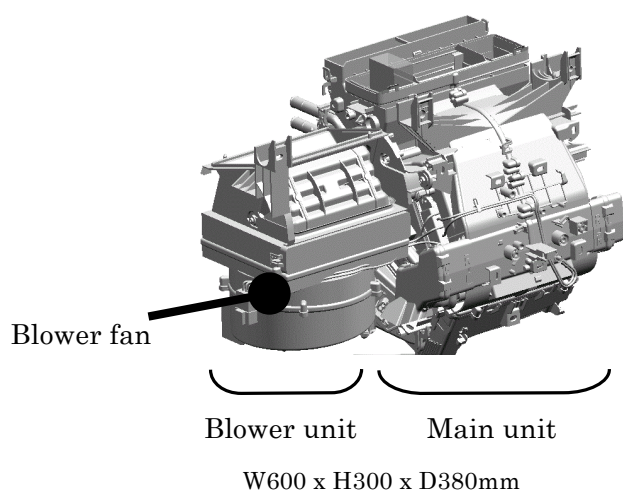
## Smaller Air Conditioning Unit for Compact Cars — 20 percent smaller in size —

Long before the industry was focused on smaller, more compact vehicles, DENSO's mantra was to develop smaller, lighter and more efficient products. With more stringent fuel economy standards in the United States, reducing the size and weight of components has become increasingly important. When it comes to compact vehicles, not only is there a focus on improved fuel economy, but reducing the size of components to free up valuable real estate in the front dash panel is also a key priority.

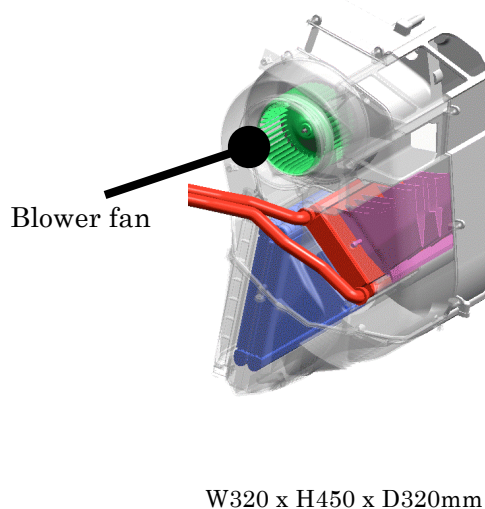
DENSO developed a new air conditioning (A/C) blower that is about half of its previous size, making the overall vehicle A/C air conditioning unit approximately 20 percent smaller in volume than the conventional product.

In conventional design, the main A/C unit is separate from the blower unit. The blower unit houses the blower fan and is located under the front passenger glove box. DENSO's new system combines the two units into one main component, which is located behind the center console, freeing up valuable space and allowing more legroom for the front passenger.

The new system is installed on Toyota's compact car, the "iQ," launched in Japan in November 2008, and in Europe in January 2009. Toyota's iQ is expected to be available in the United States under the Scion badge in 2010-2011.



Conventional air conditioning



Newly developed air conditioning