

DENSO NEWS CONFERENCE REMARKS

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“DENSO’S Current and Next-Generation Diesel Common Rail Technology”

Good morning, and thank you for your interest in DENSO.

The current world population now numbers six billion people. And approximately 54 million cars are sold worldwide each year. As a result, the Earth’s environmental problems are attracting more and more attention.

That’s why, globally, demand for diesel vehicles increases daily. Today’s diesel vehicles, with reduced CO2 emissions and improved fuel consumption, can help prevent global warming.

Europeans know this. In some of their countries, more than 50 percent of the passenger cars are powered with diesel engines.

Here in North America, the number of diesel vehicles remains low. But in the future, we expect to see demand grow for SUVs and pick-up trucks equipped with diesel engines.

As a worldwide market leader, DENSO intends to meet that demand. We have developed an innovative Common Rail System which reforms the diesel engine.

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