

IMMEDIATE RELEASE

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DENSO demonstrates how to make the future of mobility a reality at 2018 North American International Auto Show

– Interactive exhibit, recruiting opportunities and investment meetings showcase company’s mobility vision and technology shift –

SOUTHFIELD, Mich. – [DENSO](#), one of the world’s largest automotive technology, systems and components suppliers, created a companywide framework in 2017 embracing new products and technologies critical to the future of mobility. The company will put this vision on display at the [2018 North American International Auto Show](#) (NAIAS) at Cobo Center in Detroit, January 13-28, 2018.

DENSO’s roster of engineering and recruiting experts will be available to help guide interactive mobility technology displays and virtual reality experiences that illustrate how a future of connected, autonomous, shared and electrified transportation becomes a reality. This is DENSO’s 14th consecutive year participating at NAIAS. DENSO is a premier sponsor of the event.

“Transportation will change rapidly over the next decade, as will society’s and our customers’ needs,” said Bill Foy, senior vice president of Engineering at DENSO’s North American headquarters. “Our presence at NAIAS will express how we intend to deliver on these needs and create a future where mobility benefits society without hurting the environment.”

Future Mobility Technology Experience

DENSO’s booth will introduce participants to the current and future state of connected, autonomous drive, shared mobility and electrification (CASE) technologies. These key technologies will influence how society gets around for years to come. DENSO brings them to life through several interactive displays:

Oculus Rift VR Connected Driving Demo: Connectivity will reduce accidents, improve vehicle efficiency, and make driving easier and more enjoyable. Participants can jump into the cockpit of a future connected car through a virtual reality headset.

Oculus Rift VR Autonomous Driving demo: Self-driving and autonomous vehicles will take over the tasks of seeing, thinking and doing from drivers. Screens and displays throughout will explain how DENSO sensors enable vehicles to safely navigate the roads, as well as showcase next-generation V2X, human machine interface (HMI) and driver status monitoring technology.

Powering Future Electric Vehicles & Shared Mobility: Vehicles will soon be largely powered by renewable energy, electric batteries and fuel cells. Participants can see how DENSO inverters and other technologies will make electric vehicles more viable. DENSO will also showcase an example of what shared mobility could look like in the future.

AutoMobili-D Future Automotive Career Exposition (FACE)

Engineers, skilled trade workers and others with diverse skill sets will play a major role in designing and building the future of mobility. Since last year’s event, DENSO has invested in creating these job opportunities, including more than 1,000 new jobs as a result of its [\\$1 billion North America manufacturing hub investment](#) in October 2017. This year, DENSO engineering and recruiting leaders will meet with qualified individuals to discuss new job opportunities.

Mobility Startup Investment Meetings & Opportunities

- more -

Tony Cannestra, DENSO's Director of Corporate Ventures will meet with early-stage startups seeking funding to create the next innovation with automotive applications. DENSO acquired or invested in several diverse technologies over just the past few months, from [phone-as-a-key technology](#) to the [software backbone](#) for advanced carsharing and ridesharing services. The company plans to continue actively investing in 2018 and beyond.

Speaking Engagements

[Automotive News World Congress](#)

- **Wednesday, January 17, 11:00 a.m. ET:** Bill Foy, DENSO's SVP of Engineering, will participate in a supplier panel discussing the current transportation transformation and challenges to build the future of mobility

Questions and Interviews

If you would like to schedule an interview with DENSO executives, please contact Bridgette LaRose at 248-372-8266 and bridgette_larose@denso-diam.com, or Kevin Memolo, Finn Partners at 312-329-3985 and kevin.memolo@finnpartners.com

About DENSO in North America

DENSO is a leading global automotive supplier of advanced technology, systems and components in the areas of thermal, powertrain control, electronics and information and safety. With its North American headquarters located in Southfield, Michigan, DENSO employs more than 23,000 people at 28 consolidated subsidiaries and 4 affiliates across the North American region. Of these, 25 are manufacturing facilities located in the United States, Canada and Mexico. In the United States alone, DENSO employs more than 17,000 people in Alabama, Arkansas, California, Iowa, Georgia, Kentucky, Michigan, North Carolina, Ohio, Pennsylvania, South Carolina, Tennessee and Texas. DENSO's North American consolidated sales totaled US\$9.6 billion for the fiscal year ending March 31, 2017. For more information, go to www.denso.com/us-ca/en. Connect with DENSO on Facebook at www.facebook.com/DENSOinNorthAmerica.

DENSO Worldwide

DENSO Corp., headquartered in Kariya, Aichi prefecture, Japan has more than 200 subsidiaries and affiliates in 38 countries and regions (including Japan) and employs more than 150,000 people worldwide. Consolidated global sales for the fiscal year ending March 31, 2017, totaled US\$40.4 billion. Last fiscal year, DENSO spent 9.0 percent of its global consolidated sales on research and development. DENSO common stock is traded on the Tokyo and Nagoya stock exchanges. For more information, go to www.denso.com, or visit our media website at www.denso.com/global/en/news/media-center/

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