

For Immediate Release
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DENSO Announces 360 Degree Photography for Electronic Cataloging

— *DENSO to enhance website with 360 degree view of products coming Spring 2018* —

LONG BEACH, Calif. – DENSO Products and Services Americas, Inc., (DPAM) an affiliate of leading global automotive supplier DENSO Corp., announces it is adding 360 degree photography to its website, densoautoparts.com to give customers a more complete look at its products and to support customers' increasing electronic retailing (web commerce) needs. The company invested in this technology and can do it in house. This allows DPAM to respond quickly to customer needs and have the flexibility to adapt to a changing environment

The computer controlled process used with the photography results in more consistent photos giving users confidence in the quality and realism of the products. An interactive zoom allows for fast verification of a part on nearly any computer device.

“The growth of online purchasing has changed customer expectations about product photography,” said Joe Mejaly, senior vice president of DENSO Products and Services Americas, Inc. “We wanted to give our warehouse distributor and retail customers the tools they need to compete with sites like Amazon. The 360 degree photographs allow users to rotate photos and zoom in on certain features.”

A 360 degree view of each product means customers can get a realistic view of the product from multiple angles — a virtual walk around tour of product from the comfort of the office. Installers benefit from this technology because it allows them to zoom in to check specific areas such as brackets, connectors, etc. to confirm if the part is the one they are looking for.

All photos are on pure white or transparent backgrounds so users get the clearest view of the product possible with no distractions.

The feature will be available on densoautoparts.com in the Spring of 2018.

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 30 consolidated companies and affiliates across the North American region. Of these, 28 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 8.8 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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