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Contact: Bridgette LaRose
DENSO International America, Inc.
(248) 372-8266
bridgette_larose@denso-diam.com

Brandy Cooper
DENSO Manufacturing Athens Tennessee
(423) 649-1806
brandy_cooper@denso-diam.com

DENSO Localizes Production of Fuel-Saving Technology at DENSO Manufacturing Athens Tennessee Facility

--Represents a \$50 million investment and will result in more than 130 manufacturing positions--

SOUTHFIELD, Mich. – DENSO is bringing production of its gasoline direct injection (GDI) system technology to Tennessee, which represents a \$50 million investment and more than 130 jobs at its DENSO Manufacturing Athens Tennessee (DMAT), facility in Athens, Tenn. Depending on engine size, DENSO's GDI system can help automakers achieve up to 20 percent fuel economy while also helping reduce CO2 emissions of up to 15 percent. For consumers, it means more mileage for the money and an overall savings at the gas pump.

"As automakers look to meet upcoming fuel requirements, DENSO will begin producing its GDI products in the U.S. to meet increasing demand from our North American customer's," said Hugh Cantrell, General Manager, DENSO Manufacturing Athens Tennessee. "This translates into more than 100 jobs and a large investment in our Athens facility. However, we're still finalizing details and expect our investment and job creation to increase significantly.

DMAT will begin tooling, staffing, and training preparations in June 2013 for mass production of gasoline direct injectors in 2014. DENSO first mass produced GDI components in 1996, and last year started production of its third generation of GDI technology. DENSO's latest generation technology is geared to deliver more power and lower emissions while being more compact. Its reliability and flexibility allows it to be used in markets around the world. Currently, DENSO is working with customers around the world to help make engines more efficient with GDI technology.

DMAT currently employs more than 1,000 employees and has been producing fuel injectors since 1998 for the North America region. The facility also produces oxygen sensors, ignition coils, monolithic carriers and spark plugs.

The DENSO in North America Group employs more than 14,000 people at 28 consolidated companies and affiliates. Of these, 26 are manufacturing facilities located in the U.S., Canada and Mexico.

DENSO Corporation, headquartered in Kariya, Aichi prefecture, Japan, is a leading global automotive supplier of advanced technology, systems and components in the areas of thermal, powertrain control, electric, electronics and information and safety. Its customers include all the world's major carmakers. Worldwide, the company has more than 200 subsidiaries and affiliates in 35 countries and regions (including Japan) and employs more than 120,000 people. Consolidated global sales for the fiscal year ending March 31, 2012, totaled US\$38.4 billion. Last fiscal year, DENSO spent 9.5 percent of its global consolidated sales on research and development. DENSO common stock is traded on the Tokyo and Nagoya stock exchanges.

In North America, DENSO's consolidated sales totaled US\$6.2 billion for the fiscal year ending March 31, 2012. Connect with us on Facebook: <http://www.facebook.com/DENSOinNorthAmerica>