

# **DENSO 2014 NAIAS News Conference: “North American Expansion Update and Addressing the Teen Driving Challenge”**

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**WHAT:** Global automotive supplier, DENSO International America, Inc. (DIAM), premier sponsor of the 2014 North American International Auto Show, will give an update on its North American expansion plans, including its progress on investment and job creation in the region. Also, DENSO will share its research findings related to the alarming number of teen driving accidents in the United States and around the world, and explain how it plans to address these challenges.

**WHO:** Terry Helgesen, Senior Vice President of Industry Relations, DIAM & Justin McBride, Senior Manager of Body Control Systems, Research and Development at DIAM

**WHEN:** Tuesday, Jan. 14, at 7:35 a.m.

**WHERE:** DENSO booth, Detroit Hall, Cobo Center

Last year, during NAIAS 2013, DENSO announced that it would invest nearly US\$1 billion and create approximately 2,000 jobs over the next four years. The investment will allow DENSO to better support its North American customers, as well as expand new business areas and localize products, many of which will help automakers meet upcoming fuel requirements. More than \$750 million will be invested in the United States alone, along with more than 1,200 jobs.

**QUESTIONS & INTERVIEW SCHEDULING:** If you would like to RSVP or schedule an interview with DENSO executives, please contact Bridgette LaRose at 248-372-8266 or [bridgette\\_larose@denso-diam.com](mailto:bridgette_larose@denso-diam.com).

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, 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 36 countries and regions (including Japan) and employs more than 130,000 people. Consolidated global sales for the fiscal year ending March 31, 2013, totaled US\$38.1 billion. Last fiscal year, DENSO spent 9.4 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.globaldenso.com](http://www.globaldenso.com).

Currently, in North America, DENSO employs more than 17,000 people at 32 consolidated companies and affiliates. Of these, 28 are manufacturing facilities located in the U.S., Canada and Mexico. In the U.S. alone, DENSO employs more than 11,000 people in California, Michigan, North Carolina, South Carolina, Tennessee, Kentucky, Georgia, Iowa, Ohio, and Arkansas. DENSO's North American consolidated sales totaling US\$6.8 billion for the fiscal year ending March 31, 2013.

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