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DENSO Announces Changes for DENSOconnect.com Website at 2016 AAPEX

— *Upgraded customer service website offers easier navigation and expands features* —

LONG BEACH, Calif. – DENSO Products and Services Americas, Inc., a subsidiary of leading global automotive supplier DENSO International America, Inc., announced major upgrades to DENSOconnect.com that will make the customer service website easier to use, faster and more informative than ever. Due to launch in January 2017, the redesigned website's enhancements include a simplified single login, multiple account access, improved catalog capability with sharper product photos, more convenient site navigation and customer service for all DENSO light-duty and heavy-duty automotive parts.

DENSOconnect.com's new features also allow customers to bookmark pages within the site and get faster updates on their accounts. The new platform allows DENSO to expand the website's services, which includes adding more modules beginning in the spring.

"We're thrilled to roll out DENSOconnect.com 2.0 and launch our new website that is easier and more efficient than ever for all our customers," said Joseph Mejaly, senior vice president of Operations, Sales, Strategic Planning and Marketing for DENSO Products and Services Americas. "Time really is money, and saving our customers both reflects our commitment to quality, reliability and innovation."

Available 24/7, DENSOconnect.com lets customers view all automotive parts by vehicle make, model and year, order stock and track delivery. The upgrades will allow DENSO to update product availability faster and make future improvements to its business-to-business e-commerce platform more quickly down the road.

Mejaly announced the new DENSOconnect.com website this week at the 2016 Automotive Aftermarket Vehicle (AAPEX) in Las Vegas. AAPEX is the premier trade show for the \$356 billion global aftermarket industry. This year's three-day event is expected to draw more than 160,000 automotive professionals – retailers, warehouse distributors, jobbers, technicians, buyers, industry leaders and innovators – from more than 140 countries.

For more information on the new DENSOconnect.com customer service website, as well as the company's full line of aftermarket automotive products, visit the DENSO booth (#2226) near the entrance inside the main hall. Additional information about DENSO products and services is available at www.densoautoparts.com.

About DENSO Products and Services Americas, Inc.

DENSO Products and Services Americas, Inc. is an automotive components sales, remanufacturing and distribution company that employs 500 people in Long Beach and Murrieta, Calif. The company's product line includes heavy-duty and automotive alternators, starters, oil, cabin and air filters, spark plugs, AC compressors, oxygen sensors, ignition wires, fuel pumps, fuel injectors and wiper blades. DENSO Products and Services Americas supplies parts for original equipment service

dealers, independent aftermarket service centers and retailers. In addition, the company distributes heavy-duty diesel and electrical components, portable commercial air-conditioning units and industrial robots. For more information, go to www.densoautoparts.com.

About DENSO Corporation

DENSO Corp., 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, information and safety. Its customers include all the world's major carmakers. Worldwide, the company has more than 200 subsidiaries and affiliates in 38 countries and regions (including Japan) and employs more than 150,000 people. Consolidated global sales for the fiscal year ending March 31, 2016, totaled US\$40.2 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.globaldenso.com or visit our media website at <http://www.globaldenso.com/en/newsreleases/media-center/>.

About DENSO in North America

In North America, DENSO employs more than 22,000 people at 30 consolidated companies and affiliates. Of these, 25 are manufacturing facilities located in the United States, Canada and Mexico. In the United States alone, DENSO employs more than 14,000 people in California, Michigan, North Carolina, South Carolina, Tennessee, Kentucky, Georgia, Iowa, Ohio, Pennsylvania, Texas and Arkansas. DENSO's North American consolidated sales totaled US\$9.9 billion for the fiscal year ending March 31, 2016. For more information, go to www.densocorp-na.com.

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