

For Immediate Release

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

DENSO Completes Integration with ASMO in the U.S. to Strengthen Motors Business

- Organizational change enhances collaboration, advancement of electrification and automated driving technologies -

SOUTHFIELD, Mich. — [DENSO](#), the world's second largest mobility supplier, has fully integrated its consolidated subsidiary ASMO companies in the U.S. into its North American operations. As the automotive industry speeds toward electrification and automated driving, the improved performance and reliability of motors becomes even more essential. By combining ASMO's small-motor strengths with DENSO's expertise in large, high-power motors, DENSO will accelerate its development of motor technologies and innovations for North American customers.

Effective April 1, 2019, DENSO Manufacturing North Carolina (DMNC), formerly known as ASMO North Carolina, Inc., will become a more integral part of DENSO's North America Motors Business group. DMNC's main site is in Statesville, North Carolina, with additional locations in Greenville, North Carolina; Battle Creek, Michigan; and Ennis, Texas. This integration is part of DENSO's [long-term](#) plan to create new value for the future of mobility by operating more efficiently, accelerating R&D.

"Automakers around the world are focused on electrification and automated driving. The products and technologies required to support that are sophisticated and require constant innovation and enhancements," said Kenichiro Ito, executive officer for DENSO Corporation and chief executive officer of DENSO's North American Headquarters. "This business integration will allow us to combine the strengths of both companies acquired over the years to achieve our shared goal to create a safe, secure and sustainable future."

Electrification and automated driving systems require high-precision and high-value-added motors. The integration of DENSO's and DMNC's motor businesses promotes collaboration amongst both companies to accelerate the development of advanced technologies and product innovation.

Masanori Iyama will lead DENSO's North America Motors Business group and serve as president of DMNC. Iyama will transition from his current role as head of Motor Planning Division for DENSO Corporation.

DMNC produces blower motors, power seat motors, windshield wiper systems, power window motors, electric power steering motors and pinch sensor assemblies. It employs roughly 1,500 people.

"DENSO has had a behind-the-scenes presence in North Carolina for years. Residents might not recognize our name, but we manufactured a product or two underneath the hood of their cars," said Iyama. "We're excited to have a more visible role and introduce the community to our commitment to mobility."

About DENSO Corporation

DENSO is a \$48.1 billion global mobility supplier that develops advanced technology and components for nearly every vehicle make and model on the road today. With manufacturing at its core, DENSO invests in its 220 facilities in 35 countries to produce thermal, powertrain, mobility, electrification, & electronic systems, to create jobs that directly change how the world moves. The company's 170,000+ employees are paving the way to a mobility future that improves lives, eliminates traffic accidents, and preserves the environment. Globally headquartered in Kariya, Japan, DENSO spent 8.8 percent of its global consolidated sales on research and development in the fiscal year ending March 31, 2018. For more information about global DENSO, visit <https://www.denso.com/global>.

In North America, DENSO employs 24,000+ engineers, researchers and skilled workers across 31 sites in the U.S, Canada, and Mexico. In the United States alone, DENSO employs 17,000+ employees across 13 states and 25 sites. Headquartered in Southfield, Michigan, in fiscal year ending March 31, 2018, DENSO in North America generated \$10.9 billion in consolidated sales. Join us, and craft not only how the world moves, but also your career. For more information, go to <https://www.denso.com/us-ca/en/>.

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