

FOR RELEASE

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DENSO Opens Cutting-Edge R&D Center in Plano, Texas

– Texas Innovation and Connected Service Center supports DENSO’s efforts to expand R&D in North America, strengthens company’s relationship with Toyota –

SOUTHFIELD, Mich. (Sept. 17, 2019) – [DENSO](#), the world’s second largest mobility supplier, today announced that it will invest \$1.3M to open the Texas Innovation and Connected Service Center in Plano, Texas. DENSO will use the state-of-the-art research and development (R&D) lab to innovate connected technologies and vehicle service solutions in support of its [long-term plan](#), the company’s guidepost for creating new value in future mobility. With close proximity to Toyota Motor North America, Inc., headquarters, the facility will help strengthen DENSO’s longstanding relationship with Toyota and afford each new opportunities for industry-advancing collaboration.

Sixty employees from three DENSO groups are located at the site. These include [DENSO International America, Inc.](#) Sales and Engineering; [DENSO Products and Services Americas, Inc.](#), which focuses on vehicle service parts and tools; and [DENSO TEN](#), a DENSO subsidiary that produces automotive electronics. This configuration provides an environment that increases collaboration and efficiency as these teams work collectively to innovate connected technologies, both in and outside the car, and improve the post-purchase customer experience. DENSO, which has made attracting local talent to the facility a priority, plans to grow its workforce in Plano over the coming years.

“This technical center, and our Texas employees, will play an important role as DENSO continues to develop advanced technologies that will redefine transportation,” said David Williams, director of Texas Innovation and Connected Service Center, DENSO. “We look forward to beginning work on new and exciting products that will undoubtedly enhance DENSO’s larger R&D ecosystem.”

Toyota, along with other DENSO customers, will help accelerate DENSO R&D activities at the new site and spark new advancements in future mobility, connected technology and vehicle servicing.

“Toyota and DENSO have long been known for being at the forefront of automotive innovation, often times doing so together,” said Zack Hicks, chief executive officer and president, Toyota Connected North America, and executive vice president and chief digital officer, Toyota Motor North America. “Through the Texas Innovation and Connected Service Center, we look forward to building upon that tradition and collaborating further to take the next step forward in a new era of mobility.”

The mobility industry has evolved rapidly in the last decade, with new technologies like the internet of things (IoT) and artificial intelligence impacting development of the automotive market. DENSO is addressing this industry transformation through its [Second Founding](#), which expands the company’s focus to software-based technologies and complements its long history of hardware expertise. The Texas Innovation and Connected Service Center facility supports these efforts, as do the recent openings of other DENSO R&D centers in [Montréal, Canada](#) and [Seattle](#).

“DENSO’s expansion into Plano is key to our continued R&D growth on a global and regional scale and helps us advance our work with valued customers like Toyota,” said Kenichiro Ito, senior executive officer of DENSO Corporation and chief executive officer of DENSO’s North American headquarters. “Developing software solutions that enhance mobility means recruiting the right people for the task. This is why DENSO is invested in creating research labs across North America that employ the brightest and best of local talent.”

“We are thrilled that DENSO has chosen Plano to expand their R&D Center,” said Harry LaRosiliere, mayor of Plano. “It is exciting to attract another international corporation and add to the global portfolio of companies that reside here in the City of Excellence.”

DENSO will host an opening ceremony at the facility to celebrate its launch on Sept. 17, where DENSO leaders, employees and local officials are expected to attend.

About DENSO

DENSO is a \$48.3 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 221 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 9.3 percent of its global consolidated sales on

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research and development in the fiscal year ending March 31, 2019. For more information about global DENSO, visit <https://www.denso.com/global>.

In North America, DENSO employs 27,000+ engineers, researchers and skilled workers across 51 sites in the U.S, Canada and Mexico. In the United States alone, DENSO employs 17,700+ employees across 14 states (and the District of Columbia) and 41 sites. Headquartered in Southfield, Michigan, in fiscal year ending March 31, 2019, 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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