

DENSO Returns as Title Sponsor of 2017 NHRA Las Vegas Nationals

NOV 02 | 2016

Contact: Dan Alf

DENSO Products and Services Americas, Inc.

Phone: (310) 513-7353

dan_alf@densodrive.com

LONG BEACH, Calif. – Building on its successful partnership with the National Hot Rod Association (NHRA), DENSO Products and Services Americas, Inc. announces its return as title rights sponsor of next year's DENSO Spark Plugs NHRA Nationals in Las Vegas. The weekend event will be held March 31-April 2, 2017, at The Strip at the Las Vegas Motor Speedway.

The DENSO Spark Plugs NHRA Nationals is the fourth of 24 races in the 2017 NHRA Mello Yello Drag Racing Series. Based on the tremendous response it has received as a supporting sponsor of the full 2016 circuit, DENSO is also proud to renew its sponsorship for the 2017 season.

“NHRA shares our values of excellence and innovation,” said Larry Fidance, manager of Marketing for DENSO Products and Services Americas, Inc., who announced the 2017 partnership with NHRA at the 2016 Automotive Products Expo (AAPEX) in Las Vegas. “We’re thrilled to build on our relationships with this outstanding organization and its teams to showcase DENSO sparks plugs as a championship product the pros rely on at the track and motorists depend on every day.”

DENSO spark plugs have powered top teams in nearly all of the drag racing classes throughout the 2016 NHRA Mello Yello series, which ends Nov. 10-13 with the NHRA Finals in Pomona, Calif. At every race, fans have flocked to the midway to purchase DENSO's premium Iridium TT, Iridium Power and Iridium Racing spark plugs and learn more about the superior performance, durability and fuel economy of all DENSO spark plugs. Millions of automotive enthusiasts have also engaged with DENSO on Facebook, Twitter, Instagram and YouTube during the season.

For nearly half a century, DENSO, a leading global automotive supplier, has sponsored world-class motor sports, including NHRA, NASCAR, Formula One, World Rally Championship and Super GT races. DENSO spark plugs, alternators, radiators and engine management systems are among the precision original equipment and replacement auto parts widely used by professional racing teams on every circuit around the globe.

From 100,000 miles to 150 mph, DENSO has spark plugs to meet the needs of every driver. For more information, visit <http://densoautoparts.com/spark-plugs>.

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.

Connect with us on

Facebook: <http://www.facebook.com/DENSOinNorthAmerica>

#