

# DENSO Signs a MOU with Thai ITS Association to Ease Traffic Congestion and Reduce CO2 Emissions

JUL 02 | 2014

**Contact: Bridgette LaRose**

DENSO International America, Inc.

Phone: (248) 372-8266

Email: [bridgette\\_larose@denso-diam.com](mailto:bridgette_larose@denso-diam.com)

**KARIYA (Japan)** – DENSO Corporation and DENSO International Asia Co. Ltd. (DIAT), a DENSO group company in Thailand, has signed a Memorandum of Understanding (MOU) in February 2014, with Thai Intelligent Transport System (ITS). This collaboration launched in March 2014 and will continue until March 2015. Its goal is to ease traffic congestion through the use of Vehicle-to-Vehicle and Vehicle-to-Infrastructure (V2X) communications.

In large cities like Bangkok, the number of vehicles has increased dramatically, which has also resulted in an increase in traffic congestion and accidents. There have been growing expectations for the use of V2X communications among governments and car users to help alleviate traffic congestion and prevent accidents within Thailand.

DENSO Corporation, DIAT and Thai ITS will collaborate their research efforts to gather wireless data on urban streets, as well as evaluate and analyze information systems that are commercialized in Japan to determine its adaptability to the traffic conditions of Thailand. The results of the project will be used in formulating future ITS policies in Thailand.

DENSO began developing wireless communication devices in 2003, which are the main components of V2X communications. Performance of V2X has been tested using vehicles on simulated urban streets. DENSO has supplied in-vehicle units, which represent the development results of joint demonstration experiments, by automakers and governmental organizations in Japan, the U.S. and Europe. DENSO remains committed to introducing V2X communications, helping to

reduce CO2 emissions, reducing traffic congestion and minimizing traffic accidents.

**About DENSO:**

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 38 countries and regions (including Japan) and employs nearly 140,000 people. Consolidated global sales for the fiscal year ending March 31, 2014, totaled US\$39.8 billion. Last fiscal year, DENSO spent 9.0 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).

**About DENSO in North America:**

DENSO employs more than 17,000 people at 33 consolidated companies and affiliates throughout North America. Of these, 28 are manufacturing facilities located in the U.S., Canada and Mexico. In the U.S. alone, DENSO employs more than 14,000 people in California, Michigan, North Carolina, South Carolina, Tennessee, Kentucky, Georgia, Iowa, Ohio, Alabama, Arkansas, and Pennsylvania. DENSO's North American consolidated sales totaled US\$7.9 billion for the fiscal year ending March 31, 2014.

Connect with us on

Facebook: [www.facebook.com/DENSOinNorthAmerica](https://www.facebook.com/DENSOinNorthAmerica)

# # #