

DENSO receives a John Deere Supplier Innovation Award

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Collaboration on new system leads to improved fuel economy

SOUTHFIELD, Mich. – Creativity, feasibility, collaboration and bottom-line impact – the four factors that led to DENSO grabbing hold of a John Deere Supplier Innovation Award. DENSO worked with Deere & Company to develop the new G4 diesel common rail fuel system. The innovation was recognized in February at John Deere’s Achieving Excellence banquet in Iowa.

“This was truly a collaborative relationship between DENSO and our customer’s engine development team,” said Ron Abbott, director of Heavy Duty Sales at DENSO International America, Inc. “We were able to build a quality product to ensure our customer’s needs were met. Our Heavy Duty team worked tirelessly to develop a system that reached that high level of customer satisfaction.”

This is the first year DENSO received a John Deere’s Supplier Innovation Award. The G4 diesel system has been designed to provide higher fuel pressure, which is critical to emission regulations. This new system allows for improved **atomization**, which helps reduce nitrogen oxides (NOx) and particulate material (PM) at the combustion stage.

Deere & Company created the Supplier Innovation Award in 2010 to promote innovation in the company’s supply base and recognize suppliers who think creatively. DENSO is one of eight recipients of the award this year.

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 36 countries and regions (including Japan) and employs more than 130,000 people. Consolidated global sales for the fiscal year ending March 31, 2013, totaled US\$38.1 billion. Last fiscal year, DENSO spent 9.4 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 center at or visit our media website at www.densomediacyenter.com.

Currently, in North America, DENSO employs more than 17,000 people at 32 consolidated companies and affiliates. Of these, 28 are manufacturing facilities located in the U.S., Canada and Mexico. In the U.S. alone, DENSO employs more than 11,000 people in California, Michigan, North Carolina, South Carolina, Tennessee, Kentucky, Georgia, Iowa, Ohio, and Arkansas. DENSO's North American consolidated sales totaling US\$6.8 billion for the fiscal year ending March 31, 2013.

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