

DENSO to Display Environment and Safety Technologies at the 2015 North American International Auto Show

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SOUTHFIELD, Mich. – Global automotive supplier DENSO is exhibiting at the [2015 North American International Auto Show](#) for the 11th consecutive year, held at Cobo Center in Detroit, Jan. 12-25. As a premier sponsor, DENSO is showcasing products and technologies in the areas of environment and safety.

Safety:

DENSO will exhibit cutting edge vehicle-to-vehicle and vehicle-to-infrastructure (V2X) and Human Machine Interface (HMI) technologies, with a simulator that allows consumers to experience the safety and convenience benefits of this revolutionary technology. This experience will also show how consumers' vehicles will communicate with personal mobile devices, like smartphones, to prevent pedestrian accidents in the future. In addition, DENSO will feature an autonomous drive display where consumers can see how active safety and HMI technologies will help realize an autonomous drive society.

Environment:

DENSO will also display its newly developed standardized Heating, Ventilating and Air Conditioning (HVAC) unit, which is smaller and more efficient than previous generations. It's the world's first standardized HVAC component that can be used in a wide variety of vehicles, which will allow carmakers to realize a cost savings. DENSO's will feature its Gasoline Direct Injection (GDI) and Hybrid and Electric Vehicle (HEV) technologies.

Smart City:

DENSO will also show its vision for "smart cities" of the future, and how we can apply our expertise beyond the automotive industry. Through a

Smart City miniature diorama, we'll bring a future city to life via looping projection-mapped animation. The display will show consumers how vehicles, infrastructure and homes become connected and more energy efficient.

Questions & Interview Scheduling:

If you would like to schedule an interview with DENSO executives, please contact Bridgette LaRose at 586-703-3322 or bridgette_larose@denso-diam.com or Michelle Remer at 989-280-6960 or michelle_remer@denso-diam.com.

About DENSO Corporation:

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.

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, Alabama, Michigan, North Carolina, South Carolina, Tennessee, Kentucky, Georgia, Iowa, Ohio, Arkansas, and Pennsylvania. DENSO's North American consolidated sales totaled US\$7.9 billion for the fiscal year ending March 31, 2014.

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