

DENSO to Participate at 2014 ITS World Congress

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KARIYA (Japan) – Global automotive supplier DENSO Corp. will exhibit a variety of technologies at the **2014 Intelligent Transport Systems World Congress**, held at Cobo Center in Detroit, Michigan, from Sept. 7 – Sept. 11. To support DENSO’s vision to have an accident-free and eco-friendly society, DENSO’s exhibit theme is “Technology to keep people safe wherever they drive—Everyday Confidence, Extraordinary Safety.” DENSO will showcase its technologies on Belle Isle in Detroit and on highway I-75 alongside the congress.

DENSO will exhibit systems that are achieved through a combination of sensing and Human Machine Interface (HMI) technologies, as well as products for these systems, to offer “Everyday Confidence, Extraordinary Safety” to all people, including drivers.

An advanced driving support system, which offers the driver information without distractions and cyber security technologies, such as eliminating outside disturbances, will be showcased. Also, an in-vehicle electronic system will exhibit an in-vehicle platform from a vehicle’s perspective.

In addition, DENSO is participating in a technology showcase as part of ITS World Congress, with three live vehicle demonstrations involving “talking car,” or vehicle-to-vehicle (V2V) technology.

The first demonstration, located on Belle Isle, shows how two vehicles seamlessly communicate using both dedicated short-range communications (DSRC) and 4G LTE communications. In the second demonstration, also located on Belle Isle, DENSO will showcase automated driving using the same device that enables “talking car,” or V2V communications. Located on highway I-75, the third demonstration will show how two tractor-trailers can travel in tandem just 36-feet apart,

equipped with Peloton's truck platooning systems, DENSO's DSRC radios and Meritor WABCO's safety system.

DENSO has been working to develop technologies and products to help achieve a society free of traffic accidents and will remain committed to help build a safe automotive society for all people around the world, including drivers and pedestrians.

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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