

DENSO to showcase technological innovations at 2015 International Consumer Electronics Show

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SOUTHFIELD, Mich. – Global auto supplier DENSO will exhibit at the upcoming 2015 International CES (Consumer Electronics Show) in Las Vegas, showcasing innovative solutions that will make life safer, greener and easier. DENSO will be exhibiting in the main show at Tech East at the Las Vegas Convention and World Trade Center (LVCC); North Hall, Booth #302.

DENSO will demonstrate technologies and concepts that can help people safely connect when they are in the car. Some of those technologies, along with V2X (vehicle-to-vehicle and vehicle-to-infrastructure) technology will be demonstrated on two vehicles inside DENSO's exhibit.

DENSO also is applying its automotive technology expertise to other products that can provide a better quality of life for people around the world, such as ProFarm Agricultural System, which is used in greenhouses to improve growing conditions for fresh vegetables and fruit, and a Health Monitoring System, which collects medical and health-related information and checks and monitors the user's physical condition.

Also featured in DENSO's exhibit is a Smart City installation, a miniature diorama of an intelligent future city brought to life via looping projection-mapped animation.

This is the second time DENSO has exhibited at CES. DENSO joins more than 3,500 exhibitors, including nine automotive manufacturers, at the 2015 International CES, Jan. 6-9 at the Las Vegas Convention Center.

About DENSO:

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 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, or visit our media website at www.densomediacenter.com.

About DENSO in North America:

Currently, in North America, DENSO employs more than 17,000 people at 33 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 14,000 people in California, Alabama, Michigan, North Carolina, South Carolina, Tennessee, Kentucky, Georgia, Iowa, Ohio, Arkansas, Alabama and Pennsylvania. DENSO's North American consolidated sales totaling US\$7.9 billion for the fiscal year ending March 31, 2014.

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