

Enhancing Our Aftermarket Products

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OPERATIONS, SALES STRATEGIC PLANNING & MARKETING

HEAVY DUTY AFTERMARKET WEEK 2017

DENSO

DENSO AT A GLANCE

DENSO Corporation is the 2nd largest automotive supplier in the world.

\$40.2B



FY2015 GLOBAL REVENUE

\$9.9B



FY2015 NORTH AMERICA REVENUE

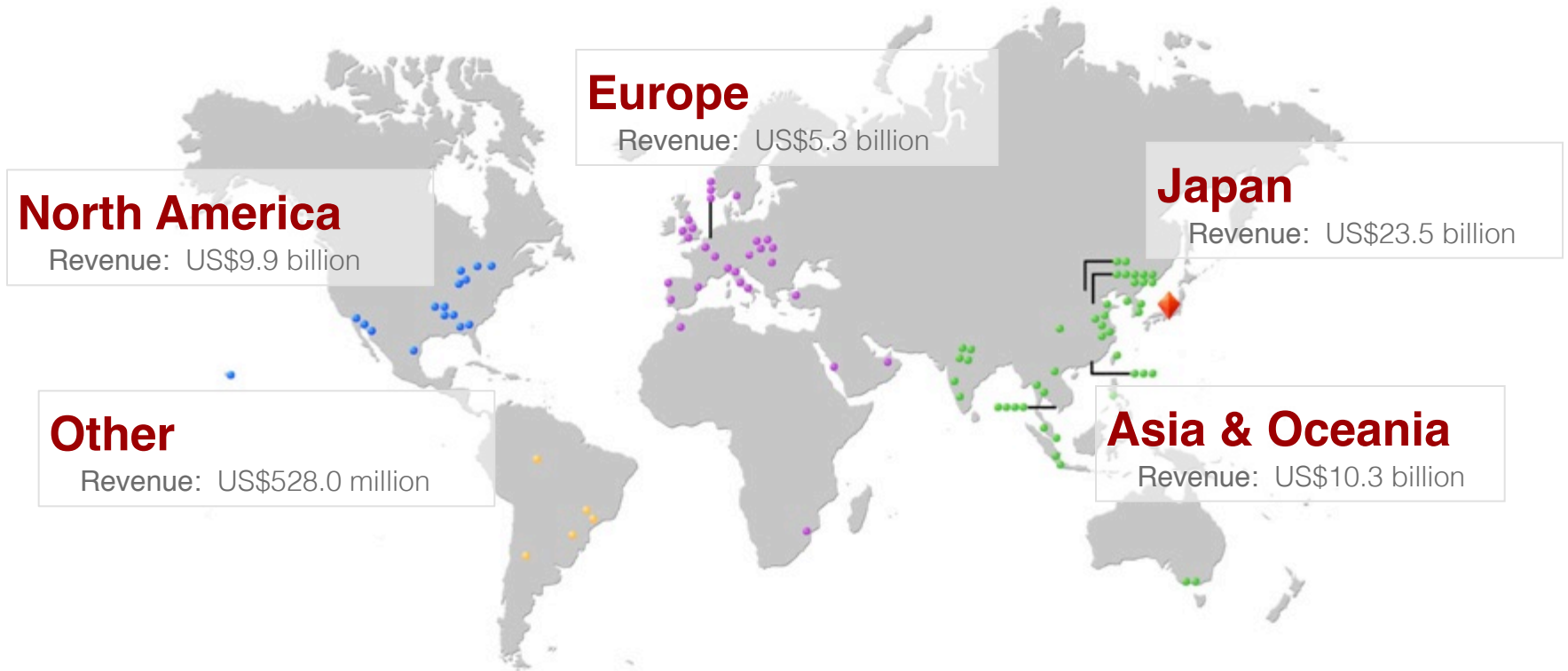
\$3.5B



FY2015 GLOBAL INVESTMENT IN R&D
DENSO LEADS THE INDUSTRY IN R&D INVESTMENT

DENSO

Global Network Consolidated Base



DENSO PRODUCTS AND SERVICES AMERICAS



Established: 1971

Employees: 510

Locations:

HQ Long Beach, California

Murrieta, California

Main Business:

Long Beach: Sale of automotive components, spot-coolers, and robots

Murrieta: Manufacturing of alternators and starters

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Supply the Parts that Keep the Most Powerful Trucks Moving

Commercial & Heavy Duty News

- Diesel Particulate Filters and Diesel Oxidation Catalysts
- Rotating Electrical Auto Parts Catalog
- Expanded Sales Network
- Success of Industrial Spark Plugs

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DENSO-CDTI Partnership



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- Aftermarket Emissions Treatment Products for Heavy Duty Vehicles
 - **Clean Diesel Technologies Inc.**
 - OXNARD, CALIF., MANUFACTURER AND DISTRIBUTOR OF VEHICLE EMISSION CONTROL SYSTEMS
 - PRODUCTS FOR:
 - OE AUTOMAKERS
 - HEAVY DUTY VEHICLE MANUFACTURERS
 - AFTERMARKET

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A red tractor is pulling a red agricultural implement, likely a planter or seeder, across a vast, brown, tilled field. The sky is a vibrant blue with scattered white clouds. The tractor has large yellow wheels and a green canopy. The implement has a green hopper and several orange markers. The field shows deep furrows from previous passes.

**Our Products are Crucial to Controlling
and Reducing Harmful Emissions**

PowerEdge diesel aftertreatment distributed by DENSO manufactured by CDTi

- Offering 60 DPF part numbers for more than 260 OE products; and 7 DOC part numbers
- Developing 20 more DPF part numbers; and 15 more DOC part numbers
- Meeting more than 85% of market's sales demand

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- Business Driven by Increasingly Stringent Global Emissions Standards
 - More than 35 Years of Experience
 - Technology Evaluated and Verified by EPA, CARB and Europe Regulators

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- In Light-Duty sector, **CDTi** has Supplied more than 11 Million Parts since 1996.
 - Technologies Match or Exceed Competition
 - CDTi and Denso are “CleanTech” companies Dedicated to Environmental Stewardship

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DPF and DOC Features and Benefits

- Made from Superior Materials that Resist Corrosion, Enhance Durability and Prevent Failures.
- 100% new OEM-substrates –that Filter Particulates and Maximize DPF Function and Minimize Backpressure
- Patented Advanced Coatings Increase Catalyzation and Regeneration Efficiency.

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More Features and Benefits

- Gaskets that are “Design-Specific,” Reducing Part Numbers and Streamlining Installation
- “Exact-fit” Designs Made for Customer’s Specific Application
- Approved for Horizontal, Vertical and Dual Installation
- Two-Year Unlimited Mileage Warranty

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MADE IN THE U.S.A



Made in the U.S.A. Advantages

- State-of-the-Art Manufacturing
- Operations Support Skilled Manufacturing Jobs in the U.S.
- Production Processes meet U.S. Environmental Standards

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Original Equipment Quality



“Every component that leaves our factories has been designed with precision, built to OE standards, and subjected to rigorous safety and performance tests.”

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DENSO Success of our Industrial Spark Plugs

The Product Line

- 3 Models: **Saver, Performer and Double Iridium (DDI)**
- 14 Part Numbers for On-road Applications
- 11 Part Numbers for Off-road Applications

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DENSO Benefits of our Industrial Spark Plugs

- EXTEND WORK LIFE IN COMPRESSION-LEAN ENGINES
- BUILT WITH PATENTED IRIIDIUM TECHNOLOGY
- GREATER RELIABILITY TO WITHSTAND HIGH COMBUSTION PRESSURE

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DENSO EXPANDED SALES NETWORK

- GROWING OUR TEAM OF MANUFACTURER REPS FROM 5 TO 35
- LONG-TERM RELATIONSHIPS WITH KEY CUSTOMERS
- COVERAGE WILL BE NATIONAL
- BEEFING UP OPERATIONS INTERNALLY TO SUPPORT REPS

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New Rotating Electrical Auto Parts Catalog

- 951 part numbers ... an increase of more than 17 percent
- Applications for 18,000 models ... an increase of more than 57 percent that reflects the tremendous expansion of these lines

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REPLACEMENT PARTS ARE EASY TO FIND BY:

- MAKE, VEHICLE TYPE, YEAR, MODEL AND ENGINE TYPE
- PHOTO GUIDES FOR BOTH STARTERS AND ALTERNATORS
- **DENSO**-TO-OEM PART NUMBER CROSS REFERENCE
- CROSS REFERENCE BY MANUFACTURER

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THE CATALOG SERVES AS A REFERENCE FOR:

- BATTERY VISUAL INSPECTION
- PERFORMANCE TESTING AND CHARGING
- CHARGING SYSTEM TIPS
- STARTER SYSTEM TIPS
- ALTERNATOR REMOVAL AND INSTALLATION

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THE CATALOG SERVES AS A REFERENCE FOR:

- Starter Removal and Installation
- **DENSO's** Limited Warranty Policy
- **DENSO's** Core Return Policy
- Kilowatt to Horsepower Conversion Chart

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An aerial night view of the Venetian Las Vegas. The Bellagio fountains are illuminated in white and blue, spraying water into the air. In the background, the Paris Tower is lit up in gold, and the Venetian wheel is visible. The city is filled with lights and buildings, including a CVS pharmacy and a Jersey Boys sign.

**“What happens in Vegas,
stays in Vegas?”**

DENSO Products

“Built to Get People Where They Need to Go ... Whether it’s a Big Rig Crossing our Nation’s Highways to Deliver goods, or a Parent Getting Kids to School and Back Home Safely.”

“Get it Right the First Time for Every Customer.”

DENSO