

DENSO's PowerEdge Video Captures Three 2016 Telly Awards

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– Award honors excellence in commercials, promotional films and online videos –

LONG BEACH, Calif. – DENSO Products and Services Americas, Inc., a division of leading global automotive supplier DENSO Corp., has earned three 2016 Telly Awards for its online video that launched PowerEdge, DENSO's series of high-amp alternators developed for medium- and heavy-duty commercial trucks. Created for DENSO by the IMW Agency, an advertising and public relations firm based in Costa Mesa, Calif., the **PowerEdge video** earned Bronze Telly Awards for online commercial videos in three categories: automotive, copywriting and lighting.

The Annual Telly Awards honor television commercials and programs, video and film productions, online commercials, videos and films. Winners represent the best work of advertising agencies, production companies, television stations and corporate video departments around the globe.

“It's an outstanding video about an outstanding product,” said Frank Jenkins, senior manager of DENSO's Commercial and Heavy Duty Marketing Group. “This piece has had tremendous impact on PowerEdge sales, and we're thrilled the media and advertising industry have recognized its exceptional quality.”

The 2:51-minute video showcases the **PowerEdge** with a narrative, guitar riff and camera angles that convey the product's strength and reliability. Launched in 2015, PowerEdge alternators are uniquely designed to meet the higher electrical requirements and increased battery loads of the most powerful trucks on the road today. Weighing an average of 10 pounds less than competitors, PowerEdge is also the

smallest and lightest alternator on the market. The product has an unmatched durability rating of more than 400,000 miles.

The 37th Annual Telly Awards were announced in June. Judges considered more than 12,000 entries from all 50 states and five continents. For more information on the DENSO PowerEdge alternator, visit <http://densoheavyduty.com/alternators/poweredge-alternators>.

About DENSO Products and Services Americas, Inc.

DENSO Products and Services Americas, Inc. is an automotive components sales, remanufacturing and distribution company that employs 500 people in Long Beach and Murrieta, Calif. The company's product line includes heavy-duty and automotive alternators, starters, oil, cabin and air filters, spark plugs, AC compressors, oxygen sensors, ignition wires, fuel pumps, fuel injectors and wiper blades. DENSO Products and Services Americas supplies parts for original equipment service dealers, independent aftermarket service centers and retailers. In addition, the company distributes heavy-duty diesel and electrical components, portable commercial air-conditioning units and industrial robots. For more information, go to www.densoautoparts.com.

About DENSO Corporation

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, 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 more than 150,000 people. Consolidated global sales for the fiscal year ending March 31, 2016, totaled US\$40.2 billion. Last fiscal year, DENSO spent 8.8 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 <http://www.globaldenso.com/en/newsreleases/media-center/>.

About DENSO in North America

In North America, DENSO employs more than 22,000 people at 30 consolidated companies and affiliates. Of these, 25 are manufacturing facilities located in the United States, Canada and Mexico. In the United States alone, DENSO employs more than 14,000 people in California,

Michigan, North Carolina, South Carolina, Tennessee, Kentucky, Georgia, Iowa, Ohio, Pennsylvania, Texas and Arkansas. DENSO's North American consolidated sales totaled US\$9.9 billion for the fiscal year ending March 31, 2016. For more information, go to www.densocorp-na.com.

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