

DENSO's virtual reality and interactive exhibits bring technology to life at the 2017 North American International Auto Show

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SOUTHFIELD, Mich. – Global automotive supplier DENSO will showcase interactive and virtual reality displays to bring its autonomous driving, safety and environmental technologies to life at the [2017 North American International Auto Show](#) (NAIAS) at Cobo Center in Detroit, Jan. 8-22. It is DENSO's 13th consecutive year exhibiting at the show. DENSO is a premier sponsor of the event.

Virtual Reality Experience

DENSO's Virtual Reality Experience introduces the participant to DENSO's world of Smarter Mobility and Smarter Living. An animated, virtual guide takes viewers through three scenarios to show how DENSO is shaping the future of mobility by illustrating a world where vehicles can communicate – with other vehicles, with traffic lights, with infrastructure, and even with their home.

City Scenario: With the vehicle's ability to "see" other vehicles using vehicle-to-vehicle (V2V) technology, it can help avoid accidents before the driver even sees it, such as a car that cuts it off in traffic. Vehicle-to-infrastructure (V2I) technology also can change a signal to green if there is no opposing traffic.

Country Scenario: The viewer "drives" down a country road and sees a deer suddenly jump in the road. Using camera and radar technology, the car can "recognize" the deer, along with other objects that should not be in the road, to prevent an accident.

Off-Road Scenario: Standing in a trail path, the viewer sees ATVs coming toward her. With the ability for the ATV to "see" the signal from

the viewer's cell phone, the ATV can be notified by a signal and avoid an accident.

DENSO's Innovations

DENSO's technologies will come to life with 3D images popping up on a "vehicle tour" that showcases the parts and innovations DENSO makes for automobiles, including starters, alternators, radiators, condensers, hybrid components, battery thermal management and sensors. The display will also highlight its latest innovations in Human Machine Interface, Active Safety/Autonomous Drive and V2X technologies.

Press Conference

DENSO will host a news conference at **8:30 a.m. on Tuesday, Jan. 10**, at its booth to provide an overview of DENSO's Vision 2020, an update on strategic startup technology partnerships, and DENSO's North American investments. DENSO will also make an announcement related to its North American recruiting activities.

NHRA Champion Clay Millican

DENSO is an affiliate sponsor of drag racer Millican and title rights sponsor for the DENSO Spark Plugs National Hot Rod Association (NHRA) Nationals in Las Vegas. Six-time World Champion Millican will be at the DENSO booth on Education Day, Jan. 18, along with his dragster race car, which will be at the DENSO booth for the entire show.

Clay Millican Model Dragster Giveaway

DENSO will be giving away a Clay Millican NHRA Model Dragster (1:24 scale) to the first 25 people on the public days of the show who tag DENSO in North America's Facebook page with a photo of themselves in the DENSO booth.

Michigan Artist Daniel Cascardo

Michigan-based artist [Daniel Cascardo](#) will be DENSO's residence artist for three days – on Monday, Jan. 9, for the Press Preview; on Friday, Jan. 13, for the Charity Preview; and on Wednesday, Jan. 18, for Education Day. Cascardo will create spontaneous mural images in DENSO's booth. During Education Day, he will interact with students and allow them to add color, patterns and shape to the artwork.

Questions & Interview Scheduling:

If you would like to schedule an interview with DENSO executives,

please contact Janine Krasicky Sadaj, J9 Media Solutions, at 248-514-4558 or janine@j9media.com, or Bridgette LaRose at 248-372-8266 or bridgette_larose@denso-diam.com.

About DENSO in North America

DENSO is a leading global automotive supplier of advanced technology, systems and components in the areas of thermal, powertrain control, electronics and information and safety. With its North American headquarters located in Southfield, Michigan, DENSO employs more than 23,000 people at 30 consolidated companies and affiliates across the North American region. Of these, 28 are manufacturing facilities located in the United States, Canada and Mexico. In the United States alone, DENSO employs more than 15,000 people in Alabama, Arkansas, California, Iowa, Georgia, Kentucky, Michigan, North Carolina, Ohio, Pennsylvania, South Carolina, Tennessee and Texas. 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. Connect with DENSO on Facebook at www.facebook.com/DENSOinNorthAmerica

DENSO Worldwide

DENSO Corp., headquartered in Kariya, Aichi prefecture, Japan has more than 200 subsidiaries and affiliates in 38 countries and regions (including Japan) and employs more than 150,000 people worldwide. 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.denso.com, or visit our media website at www.denso.com/global/en/news/media-center/

About DENSO's North American Aftermarket Group

DENSO's North American aftermarket group 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. The company employs approximately 500 people in Long Beach and Murrieta, California. 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. For more information, go to www.densoautoparts.com. Connect with DENSO Auto Parts on Facebook at <https://www.facebook.com/densoautoparts/>.

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