

For Immediate Release

October 20, 2017

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DENSO to Exhibit Newest Mobility Technologies, Virtual Reality Experiences at 45th Tokyo Motor Show

KARIYA (Japan) — DENSO Corporation will offer immersive exhibits at the 45th Tokyo Motor Show at the Tokyo International Exhibition Center, commonly known as Tokyo Big Sight, from Friday, Oct. 27 to Sunday, Nov. 5.

DENSO is committed to developing the core technologies that are required to improve mobility in the future, and had identified three priority fields: “DENSO Automated Driving,” “DENSO Efficient Driving,” and “DENSO Connected Driving.”

At the event, DENSO will present its vision for these key technology fields using a wireless and mobile virtual reality system and by displaying a mock-up car featuring DENSO’s latest innovations. The company will hold a press conference to unveil its vision.

Press conference details:

- Thursday, Oct. 26, 11:00 – 11:15 a.m.
- Speaker: Koji Arima, President and CEO, DENSO Corporation

DENSO will be also offering three unique and immersive experience at the event. These include:

- A virtual reality demonstration titled “Future Tech Lab – Three Secrets of Future Vehicles” where visitors can see DENSO’s latest technology developments firsthand.*
- A comprehensive explanation of DENSO products that are incorporated into vehicles on the road today that cannot be seen directly via a mock-up car located at the DENSO booth.

TOKYO CONNECTED LAB 2017, which consists of exhibits based on the organizer’s theme of this year’s Tokyo Motor Show, DENSO will demonstrate its approach in the fields of connected mobility; namely, vehicles to vehicles, vehicles to people, and vehicles to society.

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DESO Exhibit Locations

- Tokyo Motor Show: E6203, East Hall 6
- TOKYO CONNECTED LAB 2017: TCL05, West Hall 4

DENSO Website for Tokyo Motor Show

- <https://tms.denso.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 28 consolidated subsidiaries and 4 affiliates across the North American region. Of these, 25 are manufacturing facilities located in the United States, Canada and Mexico. In the United States alone, DENSO employs more than 17,000 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\$9.6 billion for the fiscal year ending March 31, 2017. For more information, go to www.denso.com/us-ca/en. 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, 2017, totaled US\$40.4 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/

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