

IMMEDIATE RELEASE

October 24, 2017

Contact: Bridgette LaRose

DENSO International America, Inc.

(248) 248-8266

bridgette_larose@denso-diam.com

DENSO Develops World's Largest Automotive Head-up Display – Innovative human machine interface to be featured on 2018 Lexus LS; delivers safety and convenience to drivers –

KARIYA (Japan) — [DENSO](#), one of the world's largest automotive technology, systems and components suppliers, today announced it has developed a thin-film transistor (TFT), liquid-crystal head-up display (HUD) to project critical driving information onto the windshield for drivers. This human machine interface (HMI) is the world's largest automotive head-up display* with a nearly 24-inch projection. The product will be released in November 2017 and featured on the new 2018 Lexus LS.

DENSO's new HUD projects a virtual screen approximately three meters ahead of the driver, enabling the driver to more intuitively access key information about the vehicle and its surroundings without changing direction of gaze. The technology displays not only basic information, such as speed limits and the vehicle's driving speed, but also the locations of pedestrians through external sensors. It also provides lane guidance assistance by using an automotive navigation system featuring an arrow indicating the appropriate lane to follow at junctions and intersections.

Additionally, the HUD takes into consideration the relative position of information displayed, its colors and other visual effects – all without obstructing driving. Its display is brighter than conventional HUDs to ensure screen visibility in bright, daytime conditions.

HUDs do not require drivers to look far away from the road, and thus are expected to emerge as a key technology for manufacturers across the globe. DENSO has produced HUDs since 1991 and will continue to develop and provide innovative safety products as it pursues creating a society free from traffic accidents.

* Investigated by DENSO as of October 2017

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/