

# DENSO to Exhibit at the 22th ITS World Congress Bordeaux 2015

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**KARIYA (Japan)** – Global automotive supplier DENSO Corporation will exhibit at the 22nd World Congress on Intelligent Transport Systems in Bordeaux, France, October 5-9. DENSO will present under the theme “Technology to keep people safe wherever they drive—Everyday Confidence, Extraordinary Safety.”

**Technologies on Display**

DENSO will showcase its advanced driving support-related products and technology with a vehicle cockpit simulator that will also allow visitors to experience its safety and Human Machine Interface (HMI) technology for future driving. DENSO’s simulator will include the following technologies: a large-screen head-up display (HUD) that will project important information onto the windshield; a driver status monitor that uses a camera to detect the driver’s attentiveness level; and, an electric mirror that uses a camera to display rear and side images and warn it detects objects. Visitors can also experience future driving scenarios, such as alerting the driver that the vehicle is approaching an accident, giving the driver an option for selecting automated driving for highway merging and lane changes.

DENSO also will display its advanced driver assistance systems (ADAS) locator that uses GPS location information and a camera to detect vehicles in other lanes, as well as show its monitor surround system that uses four cameras mounted on the vehicle to detect and warn of potentially hazardous situations surrounding the vehicle.

In addition, DENSO will share the progress from public road tests to develop advanced driving support technology. The tests has been conducted in Aichi Prefecture, Japan during since June, 2014. The company also will share details about its collaborative research

partnership on automated driving with the National University of Singapore and National Research Institution of Singapore etc.

DENSO has developed products and technologies to help realize an accident-free society. Based on the technologies it has developed, DENSO will continue to help build an automotive society where all people in the world, including drivers and pedestrians, feel safe and secure.

**About DENSO:** 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 and 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 140,000 people. Consolidated global sales for the fiscal year ending March 31, 2015, totaled US\$35.9 billion. Last fiscal year, DENSO spent 9.2 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](http://www.globaldenso.com), or visit our media website at [www.densomediacycenter.com](http://www.densomediacycenter.com).

**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\$8.0 billion for the fiscal year ending March 31, 2015. For more information, go to [www.densocorp-na.com](http://www.densocorp-na.com).

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