

DENSO to Exhibit at the 44th Tokyo Motor Show

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KARIYA (Japan) – Global automotive supplier DENSO Corporation will exhibit at the 44th Tokyo Motor Show being held at the Tokyo International Exhibition Center Oct. 30 – Nov. 8. Under the theme “Protecting Lives, Preserving the Planet, and Preparing a Bright Future for Generations to Come,” DENSO will display a wide range of products and technologies in the areas of safety and environment. In addition, DENSO’s global president will speak at a news conference on Oct. 29 at 13:00 where he will talk about the company’s approach to environment and safety technologies, including autonomous driving, as well as its commitment to superior manufacturing.

Safety-related Technologies

DENSO will showcase its Safety and Human Machine Interface (HMI) technologies in a simulator called the Harmonious Communication Cockpit that will allow visitors to experience future driving technologies. DENSO’s simulator include the following technologies: a large-screen head-up display (HUD) that will project important information onto the windshield; an active footrest that leans in the direction the vehicle is moving to notify the driver when lane change assistance is activated; a lighting indicator in the instrument cluster, called harmonious lumi that illuminates and informs the driver of potential obstacles; 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 when it detects a potential threatening situation.

Visitors also can experience future driving scenarios like how the vehicle alerts the driver that they are approaching an accident and how the vehicle offers the driver an option to select automated driving in specific situations.

Also, DENSO will display sensing technology, such as vision sensors and millimeter-wave radar sensors, as well as connected vehicle technology, which establishes vehicle-to-infrastructure and vehicle-to-vehicle communication networks (V2X). DENSO believes these technologies are essential products and technologies for advanced driving support systems and advanced safety systems.

Environment-related Technologies

DENSO's environment display will include an audiovisual presentation outlining its approach to creating a sustainable society from four different perspectives: 1) Increasing engine efficiency, 2) Increasing air conditioning efficiency, 3) Promoting the spread of electric vehicles; and, 4) Increasing the efficiency of energy use in micro grids.

DENSO's exhibits to support these four initiatives will include gasoline direct injection systems, diesel engine common rail systems, and new products for electric and hybrid electric vehicles

DENSO also will exhibit in-vehicle electronic toll collection (ETC) units and other automotive aftermarket products at its booth.

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, or visit our media website at 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.

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Details of DENSO's news conference:

Date and time: 13:00 to 13:15, Thursday, October 29

Location: DENSO exhibition booth(E4201), East 4 Hall, Tokyo International Exhibition Center

Presenter: Koji Arima, President and CEO of DENSO Corporation