

Immediate Release

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DENSO Installs Connected Vehicle Technology At Three Orlando Intersections

--DENSO Helps Kickoff 18th World Congress on Intelligent Transport Systems --

SOUTHFIELD, Mich. — Three intersections in Orlando, Fla., are getting smarter. DENSO International America is providing the Road Side Equipment (RSE) devices that will help establish an intelligent transportation test bed that is being created for the [18th World Congress on Intelligent Transport Systems' Technology Showcase](#) featuring Connected Vehicle technologies. The World Congress will be held Oct. 16- 20, 2011, at the Orange County Convention Center and the Technology Showcase will be held in an adjacent parking lot.

At a press conference today kicking off the conference, Orange County Mayor Teresa Jacobs and World Congress Chairman Patrick McGowan installed the final components to an overhead traffic detection camera that will be used by exhibitors to demonstrate Connected Vehicle Technology. DENSO International America Senior Vice President of Engineering Doug Patton also helped kickoff this year's World Congress by explaining the significant impact the technology could have on automotive safety.

"Of the almost 34,000 fatalities on U.S. roads in 2010, almost 21 percent of deaths take place at intersections," Patton said during the World Congress press conference held in an Orange County intersection. "Smart intersections, paired with Connected Vehicle Technology could greatly reduce that number. The implications of this technology are enormous – it could save your life, save you gas and even reduce the time you spend commuting in the daily grind."

DENSO Corporation is exhibiting on the main floor of the World Congress where it will showcase its Intelligent Transportation System products and technologies, which connect people, vehicles and society. Also, DENSO, in collaboration with Econolite Group, will demonstrate Connected Vehicle Technology from the Safety Village, which is part of the World Congress Technology Showcase.

During the live demonstration, DENSO will show how Connected Vehicle Technology can help reduce or prevent vehicle collisions. Also using the same technology, which was equipped in the Orange County intersection, DENSO will demonstrate its:

- **Connected Signal Assist** - The vehicle communicates with the traffic light to adjust the timing of the signal so the driver doesn't needlessly stop and idle.
- **Connected Green Wave Advisor** – The traffic signal communicates the light's timing to the in-vehicle device where it can be used to advise the driver what speed, within the legal limit, they should drive to make all the greens. Both technologies are intended to help ease traffic congestion, as well as help reduce engine stop/starts, in turn saving fuel and reducing emissions.

DENSO Corporation, 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, electric, 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 35 countries and regions (including Japan) and employs approximately 120,000 people. Consolidated global sales for the fiscal year that ended March 31, 2011, totaled US\$37.7 billion.

Last fiscal year, DENSO spent 9.3 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.

In North America, DENSO employs more than 13,000 people with consolidated sales totaling US\$6.4 billion for the fiscal year that ended March 31, 2011.###