

**20 of the world's top
auto manufacturers use
DENSO automotive parts
in the cars they build*.
*You should, too.***

- Global leader in starter and alternator OEM share
- Leading OE supplier of A/C compressors, radiators, and oxygen sensors
- Largest manufacturer of direct ignition coils in the world
- Leading supplier of medium & heavy-duty components for major OEMs like John Deere, Freightliner, and Hino



Alternators

- 68% coverage for domestic and import applications
- Access to OE technology ensures our parts contain the latest spec information and fit properly the first time
- Qualification and testing processes far exceed industry average resulting in very low return rates – less than 4%
- Patented SC technology allows for 20% reduction in weight and 50% increase in power output*



Did You Know?

DENSO is the global leader in starter and alternator OEM share



Watch our product video

**Compared to conventional alternators*

Starters

- 74% coverage for domestic and import applications
- More access to genuine OE components than our competitors
- Qualification and testing processes far exceed industry average resulting in very low return rates – less than 4%
- DENSO PS Starters feature rectangular conductor technology which results in reduced product size and weight, better fuel consumption, and improved mount-ability



*Watch our
product video*

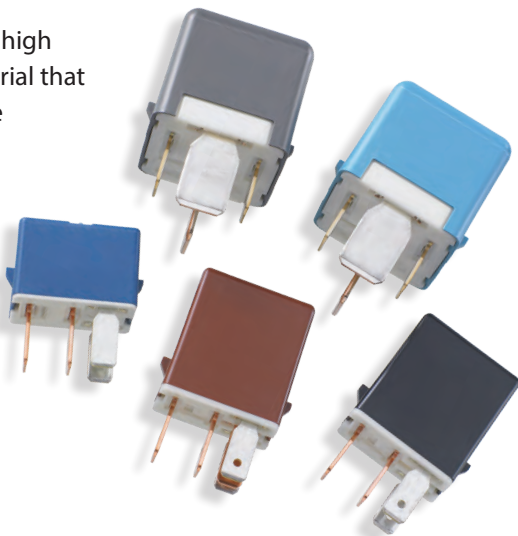
Did You Know?

DENSO is the global leader in starter and alternator OEM share



Relays

- DENSO has supplied relays to OE manufacturers for over 60 years
- **Life cycle lasts up to 10 times longer than the competitors**
- Self-adjusting air gap increases the longevity of internal components
- Lead-free, solderless construction prevents heat shock and arcing
- Engineered with high conductive material that does not corrode



Direct Ignition Coils

- DENSO invented the modern stick coil
- 82% coverage for domestic and import applications
- Testing shows that competitor coils deteriorate twice as fast as DENSO's coils
- Engineered to withstand high-heat environments
- DENSO ignition coils incorporate the latest technological upgrades – a promise only an OE manufacturer can make



*Watch our
product video*



- Manufactured with superior, OE grade materials resulting in better performance and increased reliability
- Tests of competitor aftermarket coils do not meet DENSO's high standards for reliability and durability



Did You Know?

DENSO is the largest manufacturer of direct ignition coils in the world

Ignition Wires

- **92%** coverage for domestic and import applications
- **Pre-cut to exact length so the wire sets are ready to install right out of the box**
- Identical OE boots “click” into place for easy installation and a secure fit
- Terminals are attached using a patented “triple crimping” process to ensure the cable stays firmly attached during installation and removal





Spark Plugs

DENSO is a world leader in spark plug technology:

- First spark plug manufacturer to employ the use of Iridium for automotive applications
- Highest concentration of Iridium: patented formula contains 90% Iridium – resulting in a higher melting point; and 10% Rhodium for reduced oxidation
- Inventor of Super Ignition Plug (Twin-Tip) technology, recognized as a major breakthrough toward better ignitability



Watch our product video

OE Spark Plugs

Iridium Long Life

- The perfect OE replacement for today's modern vehicles
- Ultra-fine iridium center electrode improves ignitability and longevity
- Durability over 110,000 miles

Double Platinum

- OE grade platinum on both center and ground electrodes
- Durability over 60,000 miles
- Sustained performance over plug life

U-Groove

- Patented U-Groove technology
- Improved ignitability
- Better fuel efficiency and throttle response





TT[®] Spark Plugs

Iridium TT

- Twin tip 0.4mm Iridium center and 0.7mm platinum ground electrodes, reduces voltage required, maximizing ignitability
- Endurance over 100,000 miles
- Increased performance and fuel economy



Platinum TT

- Twin tip 1.1mm platinum center and 1.5mm titanium-enhanced ground electrodes
- Improved fuel economy
- Better engine performance



Watch our
product video

High Performance Spark Plugs

Iridium Racing®

- Top-of-the-line racing specification spark plugs used by racers around the globe
- 100% platinum ground electrode, upgraded ceramic insulator
- Burnished nickel plating for high-temperature endurance and superior corrosion resistance



Iridium Power®

- World's smallest 0.4mm iridium center electrode improves spark and maximizes combustion
- Smaller electrodes require less voltage, reducing misfires
- U-Groove and taper cut ground electrodes maximize flame propagation



Watch our
product video



Filters

Coverage for domestic and import applications:

- Air Filter – 89%
 - Cabin Air Filter – 86% (of vehicles with CAF)
 - Oil Filter – 93%
- Air Filters: Constructed with a heat-resistant frame and high density, multi-fiber media for efficient air filtration
 - Cabin Air Filters: Electrostatic charge captures ultra-fine pollutants such as diesel exhaust and larger particles like pollen and mold
 - Oil Filters: Engineered with a specially formulated rubber O-ring to ensure a leak-resistant seal



Wiper Blades

Coverage for domestic and import applications on the road today

- One of the world's leading suppliers of wiper blades to the OE industry
- Designer Blade: Premium OE-style replacement blades for a perfect fit
- EnduroVision: Conventional style replacement with unmatched performance and value for older vehicle models





EMS Sensors

Coverage for domestic and import applications:

- Camshaft and Crankshaft Position Sensors
 - Coolant Temperature Sensors
 - Manifold Absolute Pressure Sensors
 - Mass Air Flow Sensors
- DENSO was one of the first companies to produce engine sensors
 - OE technology adapted for the aftermarket
 - All NEW product, Not Remanufactured



Did You Know?

DENSO is the inventor of the world's first plug-in type mass air flow sensor

Oxygen & Air/Fuel Sensors

- 99% coverage for domestic and import applications
- No other brand is OE on more cars manufactured around the world
- One of the world's largest aftermarket suppliers
- DENSO sensors are two times more resistant to contaminant poisoning when tested against other competitors
- Lowest return rate in the industry

Did You Know?

DENSO is a leading OE supplier of oxygen sensors



Watch our product video



TPMS Sensors

- **80%** coverage for domestic and import applications
- **Pre-programmed, just like the OE part**
- **Quick and direct-fit installation – no cloning or programming required**
- OE quality and battery life
- True OE performance ensures ALL vehicle and TPMS system functions are preserved (including Pressure Warnings, Auto Locate and Fill-Assist)



A/C Compressors

- 76% coverage for domestic and import applications
- Over 99% of DENSO coverage is factory-new
- All remanufactured compressors are coreless
- All internal O-rings and seals are OE-specified and appropriate for R134a, and R1234yf refrigerants to prevent leakage and ensure proper installation
- DENSO developed the variable displacement type compressor



Did You Know?

DENSO is a leading OE supplier of A/C compressors



A/C Components

DENSO's A/C Components are manufactured to the most stringent factory standards to provide new-car performance and efficiency

Coverage for domestic and import applications:

- Evaporators
- Expansion Devices
- Receiver-Driers



• DENSO's A/C Components are manufactured to the most stringent factory standards to provide new-car performance and efficiency

- Evaporator Types: Revolutionary Slim (RS), Multi-tank Super-slim (MS), Parallel flow single-tank, and Serpentine



A/C Components (con't)

- Expansion Devices feature precision construction to ensure accurate refrigerant flow and improved evaporator flow
- Receiver-Driers contain powerful desiccant packages to isolate harmful moisture from the system





Radiators

- **81%** coverage for domestic and import applications
- **OEM appearance and coverage**
- Our First Time Fit® radiator configurations meet OE manufacturer's rigid specifications
- DENSO radiators deliver reliable performance even under the most demanding conditions



Did You Know?

DENSO is a leading OE supplier of radiators



Watch our product video

Heavy Duty Starters & Alternators

Medium & Heavy-Duty Truck – Agricultural – Construction – Industrial – Commercial Fleets – Package Delivery

- Class 8 starter coverage for Freightliner, Peterbilt, Kenworth, International, Sterling, Volvo, Western Star, and more
- 12V/24V starters for diesel engine applications including John Deere, Cummins, Caterpillar, Ford/Navistar, Hino, Isuzu, Mercedes, and more





Heavy Duty A/C Compressors

Medium & Heavy-Duty Truck – Agricultural – Construction – Industrial – Commercial Fleets – Package Delivery

- A/C Compressors for John Deere and Freightliner Trucks with Cummins and Detroit Diesel engine applications
- Built to meet the stringent requirements of vehicle and equipment makers throughout the world for high output, reduced noise and extended reliability in harsh, high-vibration applications.



Did You Know?

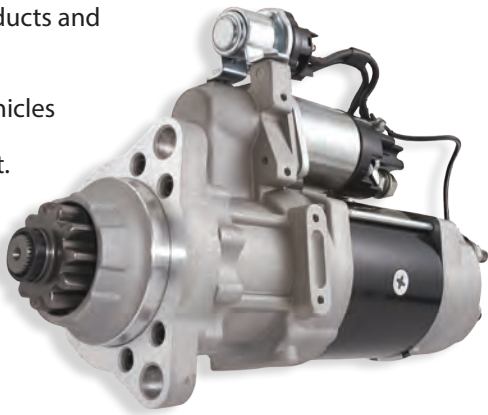
DENSO is a leading supplier of components for major OEMs like John Deere, Freightliner, and Hino



Visit our *Heavy Duty website*

Heavy Duty Starters & Heavy Duty Alternators

- A new line of competitively-priced aftermarket products with increased durability
- Backed by the best-in-class sales, service, and support of DENSO Products and Services Americas, Inc
- Full coverage for class-8 vehicles
- 100% new units. Not rebuilt.
No core charge





Diesel Particulate Filters – Diesel Oxidation Catalysts

- 98% coverage of today's aftermarket DPFs and DOCs
- OEM-style for quick installation
- Made in the USA
- Backed by DENSO Products and Services Americas, Inc.



*Visit our PowerEdge
Products website*

Industrial & Natural Gas Spark Plugs

- Three OE premium quality designs:
Iridium Saver, Iridium Performer,
Double Iridium
- On-highway and off-highway applications
- Natural gas applications
- Built to perform and last longer than
the competition



Visit our Heavy
Duty website

The Best Part is Peace of Mind.

DENSO First Time Fit® products – including A/C compressors, starters, alternators, ignition coils, oxygen sensors, and more – are products precision-built for exact replacement so you don't have to worry about doing the same job twice.

We strive to break new ground with innovative solutions for today's demanding automotive needs. All of our aftermarket products incorporate the latest technological upgrades – a promise only an OE manufacturer can make.

DENSO First Time Fit products are manufactured to ensure the right part and the right fit... the first time, every time.


first time fit



*Visit our Automotive
Products website*

The DENSO logo is located in the top left corner. It consists of a red rectangular background with a white curved shape on the left side, resembling a stylized 'D'. The word 'DENSO' is written in white, bold, sans-serif capital letters to the right of the white shape.

DENSO

The background of the advertisement is a close-up, low-angle shot of a road. The road surface is dark asphalt, and there are bright yellow lane markings that curve away from the viewer into the distance. The lighting is bright, creating a strong contrast between the dark asphalt and the yellow lines.

DENSO Products and Services Americas, Inc.
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