



DENSO 2014 North American International Auto Show News Conference

“North American Expansion Update and Addressing the Teen Driving Challenge”

Southfield, Mich. ([PRWEB](#)) January 07, 2014 -- WHAT: Global automotive supplier, DENSO International America, Inc. (DIAM), premier sponsor of the 2014 North American International Auto Show, will give an update on its North American expansion plans, including its progress on investment and job creation in the region.

Also, DENSO will share its research findings related to the alarming number of teen driving accidents in the United States and around the world, and explain how it plans to address these challenges.

WHO: Terry Helgesen, Senior Vice President of Industry Relations, DIAM
Justin McBride, Senior Manager of Body Control Systems,
Research and Development at DIAM

WHEN: Tuesday, Jan. 14, at 7:35 a.m.

WHERE: DENSO booth, Detroit Hall, Cobo Center

Last year, during NAIAS 2013, DENSO announced that it would invest nearly \$US1 billion and create approximately 2,000 jobs over the next four years. The investment will allow DENSO to better support its North American customers, as well as expand new business areas and localize products, many of which will help automakers meet upcoming fuel requirements. More than \$750 million will be invested in the United States alone, along with more than 1,200 jobs.

Questions & Interview Scheduling: If you would like to RSVP or schedule an interview with DENSO executives, please contact Bridgette LaRose at 248-372-8266 or [bridgette_larose\(at\)denso-diam\(dot\)com](mailto:bridgette_larose@denso-diam.com).

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