

# NEWS RELEASE

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## For Immediate Release

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## **DENSO, BeMap, Nagase, JTB Central Japan, and Ryukohasshin Holdings to Establish New Company in Japan**

**— *Company to provide driving information service* —**

**KARIYA (Japan)** — DENSO Corporation, BeMap Inc., Nagase & Co., Ltd., JTB Central Japan Corporation, and Ryukohasshin Holdings, Inc. will establish a new company on April 1 to provide driving information services in Japan through the Internet. The new company, DENSO Communications Corp., will start operations on the same day.

DENSO Communications will provide free services on its website to allow users to create their own driving plan, output it in itinerary form\*1, and post and share memories of the driving trip with others using the website. In addition, the company will market software for these services to companies and local authorities, and also sell driving information posted on its website.

When creating driving plans, users will also be able to reserve a place to stay through reservation websites that are affiliated with the new company's service.

Established with partners from various industries including automotive supplier, travel and publishing, the new company will offer information and services that can respond to a variety of user needs and allow them to discover an entirely new world of driving enjoyment.

### **Profile of new company**

1. Name: DENSO Communications Corp.
2. Location: 1-1, Showa-cho, Kariya, Aichi, Japan  
(inside DENSO headquarters)
3. President: Shigeo Numazawa  
(concurrently serving as Senior Manager of DENSO's Engineering Research & Development Center)
4. Establishment: April 1, 2010
5. Capital: 70 million yen (US\$800,000 \*2)

- 6. Ownership: 67 percent owned by DENSO, 13 percent by BeMap, 11 percent by Nagase, 6 percent by JTB Central Japan, 3 percent by Ryukohasshin Holdings
- 7. Sales: 800 million yen (US\$8.9 million, projected for the fiscal year ending March 31, 2015)
- 8. Employees: 5

\*1 Itinerary Mode is a function for editing a driving plan, tourist attractions en route to the destination, and other data in one window. Such information can also be transferred to mobile phones.

\*2 The exchange rate used is 89.43 yen per one dollar, on February 26, 2009 for convenience only.



Driving Plan Creation Page (example)



Driving Plan Output in Itinerary Mode (example)

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