

# Brand

**DENSO** EN



**WHAT IS EVERYWHERE  
BUT NEVER SEEN?**


DENSO components are hidden beneath bonnets and under chassis, working away unseen. They keep your motor running safely, efficiently and reliably. Years of innovation, research and development have led us to be specified by virtually every car manufacturer in the world. It's a wise choice.

**CHOOSE DENSO. Free your thinking.**

[www.denso-am.eu](http://www.denso-am.eu)

Driven by  
**Quality**

**DENSO** EN



**HOW DO YOU TRAVEL  
1,850KM WITH NO FUEL?**

By partnering with DENSO. We're teamed up with Toyota Gazoo Racing, winner of Le Mans 2019. Their TS050 features multiple DENSO components and used a remarkable 35% less fuel versus 2012. That's 1,850km out of 5,286km. No wonder TGR choose DENSO. It's a wise choice.


**CHOOSE DENSO. Free your thinking.**

[www.denso-am.eu](http://www.denso-am.eu)

Driven by  
**Quality**

# Range

**DENSO** EN



**DO CAR COMPONENTS CONTAIN DNA?**

When you choose DENSO they do. Aftermarket parts, precision built to OE standards. Best in class, technologically advanced and totally trustworthy. Parts that fit first time, every time - it's in their DNA. And it's why nine out of ten cars feature original DENSO parts. It's a wise choice.

**CHOOSE DENSO. Free your thinking.**

[www.denso-am.eu](http://www.denso-am.eu) Driven by Quality

**DENSO** EN




**CAN A CAR FALL IN LOVE?**

Absolutely. In fact, nine out of ten cars worldwide love DENSO parts. Our engineers and designers work tirelessly, precision-building and testing to OE standards so our components are technologically advanced, class-leading and totally reliable. Add in expert technical support and you'll understand why manufacturers specify DENSO so often. It's a wise choice.

**CHOOSE DENSO. Free your thinking.**

[www.denso-am.eu](http://www.denso-am.eu) Driven by Quality

**DENSO** EN




**WHEN IS THINKING A WASTE OF TIME?**

Choose DENSO and you don't need to think. All our aftermarket parts are precision-built to OE standards. They are technologically advanced, best in class and totally reliable. Plus, with expert technical support, you'll see why nine out of ten cars feature original DENSO parts. It's a wise choice.

**CHOOSE DENSO. Free your thinking.**

[www.denso-am.eu](http://www.denso-am.eu) Driven by Quality

**DENSO** EN



**HOW CAN YOU TELL IF A PART IS PERFECT?**

It says DENSO on the box. You can trust our entire range to do their job, if the part's not exactly right it doesn't make the grade. So as long as you choose DENSO, it will always be perfect. It's a wise choice.

**CHOOSE DENSO. Free your thinking.**

[www.denso-am.eu](http://www.denso-am.eu) Driven by Quality

# P1 Product

**DENSO** EN

**CAN YOU BE AT ONE WITH A CAR PART?**

Stock DENSO Spark Plugs and you can. Zero defect. OE quality components improve engine performance and efficiency. And our consolidated range helps your business hold less stock, saving money and shelf-space. It's a wise choice.

**CHOOSE DENSO. Free your thinking.**

[www.denso-am.eu](http://www.denso-am.eu) Driven by Quality

**DENSO** EN

**DOES SIZE MATTER WHEN IT COMES TO PERFORMANCE?**

Yes, the smaller the better. DENSO Iridium Spark Plug® centre electrode has the world's smallest diameter. Allied with our patented lean tip technology, this delivers serious increases in power and performance. And our consolidated range reduces stock levels and shelf-space. It's a wise choice.

**CHOOSE DENSO. Free your thinking.**

[www.denso-am.eu](http://www.denso-am.eu) Driven by Quality

**DENSO** EN

**COULD YOU OUTFRAN A POLAR BEAR?**

Yes. In a car fitted with DENSO Glow Plugs. They heat up to extreme temperatures rapidly, ensuring a perfect start, every time, even when it's sub-zero outside. Handy if you need to outrun a polar bear. OE quality means they're always a superb fit and a consolidated range means you hold less stock. It's a wise choice.

**CHOOSE DENSO. Free your thinking.**

[www.denso-am.eu](http://www.denso-am.eu) Driven by Quality

**DENSO** EN

**WHEN SHOULD YOU PICK UP A DENSO GLOW PLUG?**

When you want to fit the best. DENSO Glow Plugs heat up to an extreme temperature at incredible speed, ensuring a perfect start every time and unsurpassed performance. OE quality means they're always a superb fit and a consolidated range means you hold less stock. It's a wise choice.

**CHOOSE DENSO. Free your thinking.**

[www.denso-am.eu](http://www.denso-am.eu) Driven by Quality

**DENSO** EN

**CAN WIPER BLADES HANDLE 320 KM/H?**

Ours can. DENSO Wiper Blades offer such high standards of performance and reliability, they have been fitted to Japan's bullet trains. You too can benefit from our OE quality blades: our range of Standard, Flat and Hybrid Blades combine intelligent design, top quality materials and accurate manufacturing – ensuring they wipe better and last longer. It's a wise choice.

**CHOOSE DENSO. Free your thinking.**

[www.denso-am.eu](http://www.denso-am.eu) Driven by Quality

**DENSO** EN

**WHICH IS BETTER, STYLE OR SUBSTANCE?**

Choose DENSO Hybrid Wiper Blades and you get both. Our low-profile, fully covered matt black body is stylish and the graphite-coated blade delivers high performance, even at speed. It's why leading sports car manufacturers fit DENSO. Delivering over 150,000 cycles, our OE quality wiper blades give you the confidence that you'll always be able to see clearly – in all conditions. It's a wise choice.

**CHOOSE DENSO. Free your thinking.**

[www.denso-am.eu](http://www.denso-am.eu) Driven by Quality

**DENSO** EN RHD

**WHAT COMPONENT KEEPS YOU COOL IN ANY SITUATION?**

DENSO A/C Compressors. There's no better fit than the original, meaning they're never overworked and have a low warranty ratio. DENSO design delivers durability, efficiency, and best-in-class performance, so you'll always keep your cool. It's a wise choice.

**CHOOSE DENSO. Free your thinking.**

[www.denso-am.eu](http://www.denso-am.eu) Driven by Quality

**DENSO** EN LHD

**WHAT COMPONENT KEEPS YOU COOL IN ANY SITUATION?**

DENSO A/C Compressors. There's no better fit than the original, meaning they're never overworked and have a low warranty ratio. DENSO design delivers durability, efficiency, and best-in-class performance, so you'll always keep your cool. It's a wise choice.

**CHOOSE DENSO. Free your thinking.**

[www.denso-am.eu](http://www.denso-am.eu) Driven by Quality