

Providing unbeatable performance from land to sea: automotive components built to withstand all of nature's elements

For 60 years, Asahi Denso has been a vital cog in the automotives industry, supplying switches, locks, and electrical equipment used in motorcycles, marine vessels, PWCs, ATVs and snowmobiles, as well as construction, industrial and agricultural machinery.

Around 45% of Asahi Denso's sales come from switches and electrical components for motorcycles, with its range of high-performing products including APSs (Axle Position Sensors), Smart Systems (hands-free ignition switches) and anti-theft technology. The company is the world's largest supplier of APSs, and counts leading Japanese and international motorcycle brands among its clients, namely Yamaha, Suzuki, Kawasaki, Honda, Triumph, Ducati and KTM.

Like many Japanese compa-



Kazuki Yamada,
President, Asahi
Denso Co., Ltd.

es stiff competition from Chinese and other regional competitors. Nevertheless the company continues to set itself apart thanks to its state-of-the art production system and long-cultivated element technology, ensuring the high reliability and high durability of its products. Furthermore, as the company has long-standing experience developing components for vehicles operating in varied conditions, its products are built to perform and last in the harshest environment – withstanding all



elements, from cold, heat, wind, snow and rain, to saltwater, sand, dust and ultraviolet light. The unbeatable performance of the Asahi Denso brand, designed to meet the diverse technical needs of its customers, has ensured the company's highly acclaimed reputation on the global market.

"What Asahi Denso values is QCD – quality, cost and delivery – and the combination of these three factors makes us a strong competitor. We ensure top quality and lower the costs as much as possible, and then provide prompt delivery," says president, Kazuki Yamada. "We perform many quality checks and do a lot of testing on our products,

the results of which are fed back into the development cycle until we achieve the optimal level of quality for the product. Our products fulfill those requirements and offer high-level performance and reliability that is recognized around the world."

Celebrating its 60th anniversary this year, Asahi Denso looks back proudly on its past while also looking ambitiously forward towards a future in which it will continue to develop industry-leading solutions for the state-of-the-art vehicles of tomorrow.

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