

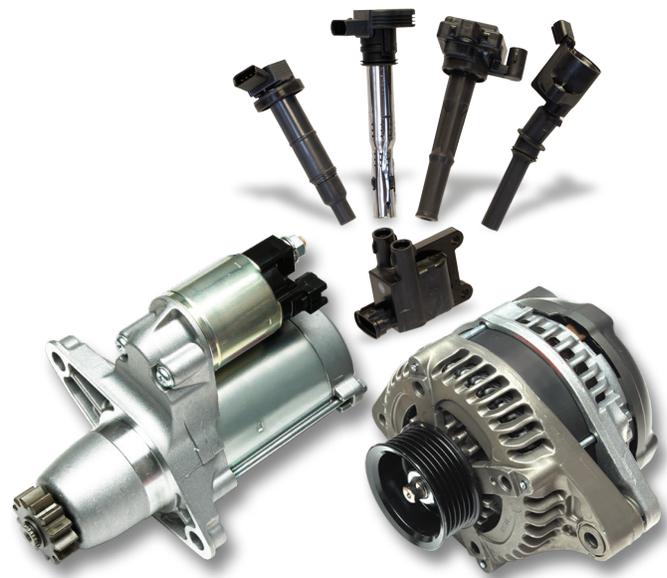
The DENSO logo is displayed in white, italicized, sans-serif font on a red rectangular background with a white curved shape on the left side.

The best part is peace of mind.



DENSO Starters, Alternators and Direct Ignition Coils: Small, Mighty, Packed with Technology and available from Pioneer!

DENSO First Time Fit[®] starters, alternators and direct ignition coils are known as the professional technician's choice and the industry benchmark. For over 70 years, DENSO repair parts have been leading the pack and are at the forefront of technology. DENSO's engineering and attention to detail is second to none as every component is subjected to rigorous tests to ensure their long-term durability and efficiency. That's why DENSO products are the ideal choice to provide years of reliable service.



first time fit

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The best part is peace of mind.



Starters

The original DENSO gear-reduction starter has become an industry benchmark – it's so rugged and powerful, it's often adapted for racing use. If million-dollar race teams rely on DENSO, you know they're the best.

- DENSO starters are subjected to rigorous testing to ensure they deliver reliable performance and have one of the lowest return rates in the replacement aftermarket
- Premium copper terminals provide a clean source for electrical current
- Starters engage the flywheel smoothly and deliver maximum cranking torque under all conditions
- Environmentally designed to start in cold and hot weather conditions
- Class leaders in size and weight



Alternators

DENSO alternators are original equipment on over 35 million late model vehicles. Our flagship model – the Segment Conductor® (SC) alternator – features a unique rectangular conductor for its stator coil. This state-of-the-art design provides higher output and efficiency – all in a lighter and smaller size. The Hairpin Stator SC alternator meets the needs of today's automakers by delivering more power, increased efficiency, lighter weight and reduced noise. If it works for the world's top production cars, you can be confident that you are purchasing the best drop-in alternator for your vehicle.

- Offered in versions from 40 to 220 Amps.
- First Time Fit means effortless mounting with no belt/pulley alignment issues
- Premium cores and precise assembly benchmarks for OE-quality fit, appearance and durability
- Designed to meet the grueling heat and electrical requirements of today's vehicles with sophisticated electronic systems that place heavy demands on the charging system
- Compact and lightweight design



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Direct Ignition Coils

The space-saving design of our DENSO direct ignition coils requires no high-tension ignition cable, fitting neatly into the engine's spark plug bore. Each ignition coil is designed and optimized for its specific application, then continually improved thanks to superior testing and inspecting processes that ensure the highest quality ignition coils.

- Improved coil efficiency reduces heat, which improves durability
- Driving circuit is integrated into top of coil – its small size and light weight make it easy to install
- Cylindrical ignition coil eliminates the need for ignition wires while providing maximum voltage
- Outstanding RFI noise suppression
- High temperature reliability

DENSO

The best part is peace of mind.

The DENSO Difference

first time fit

All First Time Fit starters, alternators and direct ignition coils are built to strict quality standards to ensure their performance:

- DENSO products are designed to fit right the first time, minimizing installation issues — that's priceless.
- Remanufactured components offer tremendous value to consumers, and by recycling valuable parts and precious raw materials to be used again, they're the environmentally responsible choice as well.
- DENSO products have one of the lowest return rates in the replacement aftermarket.

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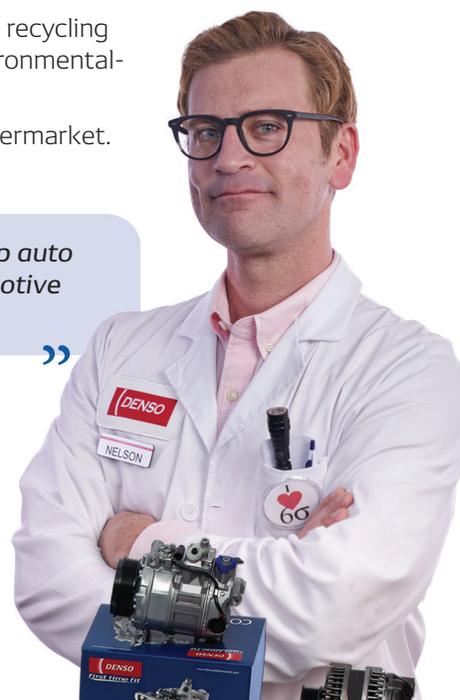
*Did you know 20 of the world's top auto manufacturers use DENSO automotive parts in their new vehicles?**

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*World Motor Vehicle Production by OICA Correspondents Survey 2018



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