## Introduction of NOx reduction three-way catalyst on cold phase

For strength emission legislation on automotive market and fuel-economy, I want to prove catalyst design concept what is advantageous for NOx reduction. There are various solution to meet stringent emission legislation. One of the most effective ways is to use lean combustion mode. But, there are tow sides to gas reduction. Lean-control has reduce HC and CO, while NOx is increased. Therefore catalyst efficiency to reduce the NOx emission on the lean-burn phase is a necessity.