

JAMA Update

Meeting of Global Automotive Leaders



On 27 September 2002, the three automobile associations, JAMA, ACEA and AAM, organised the first global meeting of leaders of the automobile industry in Paris. On this truly historic occasion, leaders of the automobile industry got together to discuss some of the most pressing issues at stake for the global automobile industry, such as Global Harmonization, New Technologies and Enabling Fuels, and Diesel Acceptance.

The global car industry is united in its efforts to work towards harmonised standards

JAMA's Chairman Yoshihide Munekuni led the discussion on the harmonisation of standards. The meeting highlighted how united the global car industry is in its efforts to work towards a harmonisation of standards in all of the world markets.

The automobile industry has made considerable progress in recent decades in addressing environmental and safety issues. As the demand for mobility continues to increase, the automobile industry is faced with new challenges. Mr Munekuni emphasised that automobile manufacturers are ever more committed today to supply vehicles and transport means that are increasingly safe and environmentally-friendly. Furthermore, "we are dedicated to make every possible effort to develop new technologies which will meet the expectations of societies around the globe."

Chairman Munekuni stressed that "technical regulations can be viewed as the embodiment of social requirements, with automakers having developed a variety of technologies in response to these requirements". However, differing regulations and certification procedures all over the world also mean that it is often impossible to design and develop a motor vehicle that would be acceptable in all regions of the world - despite the fact that automobiles are a globally distributed commodity.

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For further information:
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Motor vehicles statistics for
Japan are available at:
www.jama.or.jp/e_press/index.html

A Review of the Japanese Motor Vehicle Industry

Nearly all car-producing countries co-operate in the formulation of Global Technical Regulations

According to the JAMA Chairman, "it is that very fact that should deter individual countries from imposing unique requirements and test procedures on automobiles."

Today, both governments and industry are working side by side in establishing technical regulations from a global standpoint and in stepping up efforts to develop safer and more environmentally friendly cars. Consequently, almost all of the countries which are home to major automobile industries, including the U.S., the EU and Japan, have joined the Agreement on the Formulation of Global Technical Regulations (GTRs). Under this new global agreement, JAMA, ACEA

and AAM, in co-operation with their respective governments, have been involved in extensive activities to support the creation of GTRs.

Two years after the agreement entered into force in 2000, the first GTRs are nearly completed. The United Nations' World Forum for the harmonisation of vehicle regulations is currently discussing a total of 22 GTR candidate items. However, despite the undisputed need for an early establishment of GTRs, most of the items under discussion are "being challenged by hurdles that are proving hard to surmount", stated Mr Munekuni.

These include the need to overcome the "one-country, one-region" approach, regional differences in conditions as well as in linguistic and cultural environments. Collaboration and co-operation

between government and the industry is imperative if these hurdles are to be overcome.

The Global Agreement provides the United Nations with a framework for the formulation of GTRs and has led to expanded activities in an effort to establish global regulations. The international automobile industry, in concert with individual and regional governments, will strive for the earliest possible establishment of GTRs to ensure that automobiles continue to be a safe means of transport with a reduced impact on the environment.

To meet these challenges, it is adamant that global industry leaders maintain their close partnership and that the automobile industries of developing nations are encouraged to participate in the effort to establish GTRs. ■

Topic

Recycling Workshop in Munich

On 25 and 26 September, leading experts from the world's automobile manufacturers gathered in Munich, Germany, at the seventh International Car Recycling Workshop. The event was sponsored by the automotive associations of Europe, Japan and the U.S..

The previous six workshops have successfully contributed to a common understanding of issues and provided important solutions to problems related to car recycling. Most notably, the Stockholm 2000 workshop achieved the adoption of a standard method of calculating the rates of reuse and recycling. This has been crucial for establishing methods for global comparisons of car recycling rates.

Effective strategies to increase recovery rates

This year's opening session included insights and visions on car recycling from the European Commission, leading academics and the European Environ-

mental Bureau. The 2002 workshop concentrated on three areas, covered by three different working groups. The first one sought effective strategies to increase recovery rates at the lowest possible environmental and economic costs and without creating market distortion. This included the investigation of efficient material separation technologies and the infrastructure to reprocess and market the resulting residues.

Another group of participants focused on the immediate problems resulting from the manufacturers' obligation to comply with certain material bans and limit values imposed by the EU End of Life Vehicles Directive.

The third working group discussed the way ahead for Design for Recycling (DFR), paying particular attention to pyrotechnic devices. This complex area of product design has to explore ways to combine criteria such as safety, durability, cost and weight with the impact of components at the end of their life cycle.

For many years, automobile manufacturers have designed vehicles not only to be enjoyable, safe and reliable, but also to minimise their impact on the environment during the production process, in use and at the end of their life cycle. This commitment has enabled manufacturers to meet the objectives of progressing environmental legislation in the EU and world-wide.

The declared aim is to reach a 95% recovery target within 15 years

While motor vehicles are already among the most effectively recovered and recycled consumer goods, the declared aim of policy-makers and industry is to reach a 95% recovery target by weight within 15 years. To achieve this ambitious objective, industry needs to develop and share global best practices, and the 2002 recycling workshop provided a crucial step in that direction. ■

News from JAMA interviews
Ewa Hedkvist Petersen,
Member of the European Parliament

**“The Car is an important Part of
Everyday Life”**

Ewa Hedkvist Petersen, a Swedish Social Democratic MEP, has become a prominent Member of the European Parliament as Rapporteur on a number of proposals related to road safety. In particular, her report on the car industry’s voluntary commitment on pedestrian safety, adopted this year, received broad attention.

Ms Hedkvist Petersen, a Member of the European Parliament’s Committee on Regional Policy, Transport and Tourism, lives in Lulea in Northern Sweden, close to the Finnish Border. She is not a typical career politician, but as she puts it “a citizen with a keen interest in politics” who has been “in and out of politics” over the years. A social worker by training, she used to work in the fields of school welfare, family law and education in the Swedish local administration. Before she entered the European Parliament in 1999, she had been a Member of the Swedish Parliament for nine years.

What are her main political interests? Ms Hedkvist Petersen has a long-standing interest in regional policy and policies related to children and youths. One of her favourite projects back home is the development of the film industry in Northern Sweden.

***“A citizen with a keen
interest in politics”***

When asked about her interest in cars, she explains that the automotive industry is an important contributor to the economic development of her home country and region. In co-operation with local universities, companies located there develop and produce state-of-the-art components for the car industry.

Moreover, in scarcely populated areas such as Northern Sweden, people are



Ewa Hedkvist Petersen
(picture taken by Per Pettersson)

very dependent on cars in both summer and winter. In these rural areas, cars are “an important part of everyday life.” As a mother of three, she states that her concern about safety has grown over the years. Clearly, the strong and dark winters close to the arctic circle and the danger caused by wild animals make safety a crucial factor for motorists, she adds.

**Preventive measures key to
Swedish “Vision Zero”**

But there is more to Ms Hedkvist Petersen’s interest in road safety. She believes that many accidents could be prevented by introducing the right policies. This belief in the importance of preventive measures is fundamental to the Swedish “Vision Zero”, which established as an overall objective the reduction of road fatalities and serious injuries to zero as a key objective of road transport policy in Sweden.

She appreciates the efforts being undertaken by the car industry to produce better and safer vehicles and to agree to global standards. She calls on the industry to continue this work and hopes that the Swedish car industry’s

News

BRIEF

“Japanese Masters” in the UK

JAMA and its British sister association, the Society of Motor Manufacturers and Traders (SMMT), have enjoyed a long-standing good relationship going back to the 1970s. This relationship was firmly cemented in 1996 with the launch of a new project, the so-called “Japanese Masters”. In the mid-1990s, the UK government and the SMMT approached the Japanese automobile industry to further increase this co-operation. Both the SMMT and the British government strongly supported the idea of Japanese engineers advising British suppliers how to improve their performance. For the first time in 1996, top engineers from Honda, Nissan, Toyota, GM, and Volkswagen worked together to train British engineers.

JAMA’s continuous support of the initiative was strongly influenced by its wish to increase Anglo-Japanese industrial co-operation and the hope that the Japanese production plants in the UK would benefit from the increasing competitiveness of British suppliers. The three participating Japanese companies jointly worked together to ensure that the challenge of the Industry Forum would bear fruit. When the first contracts ended in 1998, both sides agreed to extend this successful co-operation.

By the end of this year, the last “Japanese Masters” will return to Japan which will mark the end of a fruitful co-operation. ■

strong emphasis on safety will serve as an example in the globalised industry.

She is keen to point out that she would be very interested in continuing her work on pedestrian safety, if possible as

Rapporteur on the forthcoming proposal for a framework Directive on pedestrian safety. In hindsight, she is glad that the European Commission committed to present a proposal for such a Directive:

“The demands of society must be clear to the automobile industry and its suppliers”

“The demands of society must be clear to the automobile industry and its suppliers, and a framework Directive could provide this.” However, the European Parliament should concen-

trate on the regulation of general aims and measures as regards pedestrian safety.

As Rapporteur on a proposal on safety belts and child restraint systems, she currently encounters difficulties in getting Member States to agree on stricter legislation on road safety. “However, things are moving now and I am confident that we can

find a compromise with the Member States soon.”

She is also looking forward to the European Commission's forthcoming road safety action plan for the coming years. While she sees the role of the EU as a provider of general standards, for instance on car standards, blood-alcohol content and driver training, the main tasks would fall into the competencies of Member States but also regional and local governments. ■

Essay

by Peter Nunn

Telematics

As a matter of course, Japan's car-makers are always looking for the next big thing. That's a fact of life in Japan's fast-moving, trend-driven market where the latest automotive buzz is shaping up to be information technology, or telematics, in cars.

Here in Japan, Toyota recently launched G-Book, a new membership-based, information network service designed to link people, cars and society 'anytime, anywhere.' Honda has unveiled InterNavi Premium Club, a similar but different info-network system based around voice-activated car navigation and cell phone technology. Nissan is also ready with Carwings, another telematics service that provides a wealth of information, including e-mail and hands-free dialing, again through cell phone connection. Other systems are assuredly also on the way.

While manufacturers see all kinds of new opportunities with these interactive systems, it's a fact that one special target audience will be Japan's under 30 set. Manufacturers bemoan the fact that many young Japanese nowadays appear not so interested in cars. A couple of things they are interested in, however, include surfing the net and *ketai* (cellular phones). So bringing all three together, cars, internet and *ketai*, could be one very neat way of getting through to the nation's Gen X and Y and, in the process,

putting a much needed spin on new car sales.

There's not a lot these new era interactive systems can't do

Technology meantime never stands still. When Japan first met up with telematics in the mid '90s, the systems were top end and pretty exclusive. Now as the technology becomes ever smarter, systems like G-Book can be accessed through PCs, PDAs and cell phones and it's also reaching right into the mass market. Honda is launching InterNavi Premium on the new Accord. Toyota is planning a small new Vitz (Yaris)-base model to launch G-Book this winter. At Nissan, the new March (Micra) and Elgrand minivan are two models wired into the Carwings network.

When all's said and done, in terms of state-of-the-art information and entertainment sourcing there's not a lot these new era interactive systems can't do and Toyota, for one, says in the future through G-Book you will even be able to control electrical gadgets and security systems at home from inside your car. Imagine that...

Right now, though, I think my telematics favourite has to be the offering of live online karaoke. Maybe that really could be the next big thing. ■

Corrigendum

In the interview with Mr Toyoda in the last edition of News from JAMA, we reported that the new Toyota/PSA factory would be located in Poland. Please be advised, however, that the new plant will be located in the Czech Republic, and not in Poland. Apologies for any inconvenience caused.

If you would like to know more about JAMA activities, contact Dr. Sabine Spell, JAMA Europe on tel.: + 32-(0)2-639-14 30 - e-mail: pa@jama-e.be

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