

JAMA Update

JAMA Reaches Interim Target One Year in Advance



Global warming is a key priority issue for the automotive industry worldwide. JAMA is committed to making every possible effort to address this pressing problem.

The Japanese car industry is heavily engaged in R&D to find new and innovative technological solutions to continually improve the environment and combat global warming. In Japan, JAMA members have introduced low-emission vehicles, which are designed to meet the Japanese 2010 fuel target. JAMA members have developed hybrid vehicles, which have now been successfully introduced onto the market.

Car manufacturers in Japan have implemented a voluntary action plan to save energy at automotive production facilities. Furthermore, JAMA actively supports driver education to introduce the general public to a fuel-efficient manner of driving. JAMA considers this another key element in the reduction of CO₂ emission.

In Europe, JAMA is equally committed to fulfil the voluntary CO₂ commitment with the European Commission. In 2002, JAMA members reduced average CO₂ emissions of passenger cars registered in the EU by 4g/km to 174g/km. This achievement is a 2.5% reduction from 2001 emissions. JAMA is proud to have realised the intermediate target for the year 2003, as early as 2002, one year in

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Japanese Automobile
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Target One Year in Advance

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**NEWS FROM JAMA
BY E-MAIL**

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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**

advance. Over the whole reporting period, 1995 to 2002, JAMA members' fleets average CO₂ emissions decreased steadily from 196g/km in 1995 to 174g/km in 2002. Japanese automobile manufacturers have produced passenger cars, which will continue to achieve lower CO₂ emission levels, on 1995 levels. This represents an 11.4% decrease of CO₂ emissions in the period from 1995-2002.

JAMA's share of diesel cars has increased over the reporting period. In 1995, petrol cars accounted for 89.6% and diesel cars for 10.4% of the fleet. These figures changed to 76.8% and 23.2% respectively in 2002. A major achievement made

ahead of the 2003 review, is the launch by JAMA members of petrol cars, which already meet the final CO₂ target of 120g/km or less on the EU market. Although sales are currently still small, these products serve to outline the commitment of JAMA's members to environmental efforts.

Clearly, further CO₂ emission reduction is required to meet the final target. To achieve the targets agreed upon by 2009, Japanese automobile manufacturers will further explore various technologies, in particular Direct Injection Engines, hybrid vehicles and Continuous Variable Transmission Technology (CVT).

JAMA members are concentrating all their efforts on achieving the 140 g/km target for 2009. Nonetheless, such efforts should be complemented by governmental efforts on the facilitation of traffic flow or fiscal incentives for low-emission vehicles. Furthermore, JAMA believes user education to raise the awareness of European consumers to fuel-efficient driving must not be neglected.

JAMA would welcome collaboration and cooperation from other stakeholders, in particular governments and automobile users in their effort to achieve this final target. ■

Topic

Outcome of second Global Automotive Industry Meeting

On 22 October 2003, the chief executive officers of the world's leading passenger car and light truck manufacturers got together at the second Global Automotive Industry Meeting. The meeting was held in Makuhari, on the site of the Tokyo Motor Show. Representatives of the European Automobile Manufacturers Association (ACEA), the U.S.-based Alliance of Automobile Manufacturers (Alliance), and the Japan Automobile Manufacturers Association (JAMA) also attended the meeting.

Chaired by JAMA Chairman Yoshihide Munekuni, the gathering of international auto executives addressed the progress made on three areas singled out at the first Global Meeting held in Paris last year - Diesel Acceptance, Advanced Technology, Fuels & Infrastructure and Global Harmonisation of Technical Regulations. In addition, the par-

A shared vision by government, the energy industry and the global auto industry on clean vehicles is of critical importance

ticipants were briefed on the status of the initiative of automotive manufacturers and oil companies under the umbrella of the World Business Council for Sustainable Development (WBCSD) report on sustainable mobility.

Attendees agreed that working jointly with governments and consumers on issues such as safety, the environment and advanced

technology would assist in promoting the auto industry's aims across the world.

On Diesel Acceptance, it was agreed that improvements in diesel technology have led to significant increases in fuel economy and reductions in CO₂ emissions. These improvements will, in addition, continue to benefit from new developments in terms of combustion and after-treatment. The participants agreed that advanced diesel technology could play a major role in the future, since it is consistent with the industry's approach to sustainable mobility. The meeting agreed that the multiple advantages of diesel acceptance should be better communicated to legislators and the public at large.

On Advanced Technology, Fuels & Infrastructure, rapid progress is being made overall in the development of new technologies for tail-pipe emissions reduction, increased fuel economy, and improved safety. However, participants stressed the critical importance of a shared vision by government, the energy industry and the worldwide auto-industry for the provision of infrastructure to enable fuel cell vehicles, hydrogen fuelled internal combustion engines, hybrid electrics, lean burn diesels and other advanced technology vehicles to move forward throughout the world. In addition, continuing efforts should be pursued to obtain sulphur-free fuel and bio-fuels and to adopt market strategies to promote greater acceptance of advanced technology vehicles.

On the Global Harmonisation of Technical Regulations, the auto industry leaders strong-

ly advocated enhanced activities to achieve the earliest possible creation of global technical regulations, in accordance with the principles of Global Harmonisation of the International Organization of Motor Vehicle Manufacturers (OICA). These cov-

Advanced diesel technology is consistent with the car industry's approach to sustainable mobility

er for example, light duty vehicle emissions testing and side-impact testing (using standardised dummies). Participants underlined the need for joint lobbying initiatives to ensure governments' acceptance of proposals that the industry puts forward.

On the WBCSD Study on Sustainable Mobility update, the report's approach states that free movement of people and goods is a basic human need and a key factor of economic, social and human development. As mobility needs increase, both in the developed and developing countries, all efforts should be made to make mobility accessible, affordable and sustainable in terms of environment and safety. The WBCSD report will be finalised in early 2004.

Participants agreed to hold the Third Global Automotive Industry Meeting in Detroit, Michigan, in January 2005 on the occasion of the Detroit International Auto Show. ■

Interview with Paul Weissenberg, Director of the Single market: management & legislation for consumer goods Directorate of DG Enterprise

Paul Weissenberg is the Director of the Single Market: management & legislation for consumer goods Directorate of DG Enterprise which includes the Automotive unit. In discussion with News from JAMA he touches on a wide range of issues such as global harmonisation issues, environmental issues and road safety.



In the last few years, international cooperation on the technical harmonisation of motor vehicles standards has increased. Which areas in the field of automotive technical harmonisation is the European Commission looking at?

The car industry, more than other industries, is a global player. As such, it is natural that it should be able to enjoy a global regulatory environment. Global discussions already take place in Geneva. The 1998 agreement simply extended the Geneva system to a more international level. We, as the European Commission, favour this global approach. We believe that we should provide the most competitive environment in one of the most global industry-sectors.

It is a natural development that regulatory authorities in the key automotive regions of the world should support the accelerating globalisation of the sector. It is clear that many issues are of a global nature (safety, environment) and represent priorities for governments around the world.

The EU is increasingly transposing UN technical regulations into EU legislation. Do you believe that there could be cases where a delay in reaching an agreement within the UN could impede the adoption of EU standards?

There is a convergence of interest between the EU and the other contracting parties of the World Forum for the Harmonisation of Vehicle Construction. During the adoption process of a new

EU Directive, for instance on pedestrian protection or on tyre rolling noise, a proposal for a corresponding UN regulation was put forward. In practice, the two drafting procedures for the EU Directive and for the UN Regulation progress in parallel and “cross-fertilise” each other.

In which areas of technical harmonisation are you going to focus in the next few months?

Technical harmonisation focuses on the priorities agreed between the relevant European, Japanese and American authorities. These priorities (such as the testing methods for emission control and active/passive issues like braking and door retention) are detailed on the UN Inland Transport Committee website (<http://www.unece.org/>).

What are your views on the car industry’s response to legislation on vehicle emissions that the EU has adopted over the past few years?

The industry has responded well, in compliance with this legislation. Some manufacturers who are more proactive than others have even gone beyond these new rules and offer products with improved environmental performance. For example, we are now seeing more manufacturers offering diesel cars with diesel particulate filters.

Do you perceive a difference in the strategies followed by the European

car industry and the Japanese car industry?

Not really, Japanese manufacturers have always been keen to present their new technology to the Commission and we appreciate the relationship we have with JAMA and its members.

What are the priorities in terms of vehicles emissions for DG Enterprise in the next few months?

We will focus in particular on the Euro 5 standards for passenger cars and light commercial vehicles and the Euro 6 standards for heavy-duty vehicles. We expect the European and Japanese car industry to play an active part in discussions on both dossiers over the next few months. In addition we are planning to amend our emissions Directive to include new on-board diagnostic threshold values and to bring it in line with the corresponding UN Regulation n° 83.

Are you satisfied with the results of the CO₂ voluntary agreement with ACEA, JAMA and KAMA so far?

The CO₂ voluntary agreement with the car industry has demonstrated that good results can be achieved through this approach. We recently agreed on a joint report on the monitoring of the application of this agreement.

We have no reason to believe that the targets of the agreement will not be reached in 2008/9. However all three associations (ACEA, JAMA and KAMA) at varying degrees will have to increase their average annual reduction to achieve the end targets.

Many manufacturers are equipping their vehicles with passive safety systems as standard, such as airbags and cruise control. Do you envisage making any of these systems compulsory through EU legislation?

Manufacturers now provide more choice and higher levels of safety in many of their vehicles. Some of these safety features have helped the manufacturer to

meet the demands of regulation. One could argue therefore that the necessary regulation is already in place.

In your view, do consumers select cars on the basis of safety considerations or price and design?

In reality, the purchase of a car is made more on the basis of cost, design and size. However, there are many buyers who now also consider aspects of safety when making a purchase. These consumers are largely concerned with

their own safety, as occupants of the vehicle. However, there is a shift at the regulatory level from a traditional approach to road safety, which referred only or mainly to safety of people in the car, to a new approach which takes into consideration the safety of other road users.

In which areas of passive safety are you going to focus your work in the next few months?

With respect to safety, we remain focused

on the provision of the best levels of safety which are reasonably achievable. In the immediate future, the focus will be on aspects of safety which affect road users other than the car occupants.

With the publication of the Road Safety Action plan, we have set out a very ambitious political programme. We will now consider whether some of these points should be enforced through legislation. ■

Essay

by Peter Nunn

Show Time



seem to be following the computer world. As technology (rapidly) improves so it's also getting smaller and faster. Concepts like the Toyota Fine-N and Nissan Effis carry ultra-thin fuel cell stack, battery and motor packs that wouldn't have been possible even a few years ago.

would be complete without the truly outlandish and the Toyota PM a spindly single-seat electronic vehicle that changes shape as it moves and "communicates" interactively with other PMs had many scratching their heads.

Yes, sometimes expect the unexpected when you come to Tokyo. ■

Talk to the busy car executives and media people who travel the world's auto show circuit and they will tell you the Tokyo Motor Show is one of a kind.

Quite apart from showcasing the latest state of the art and providing pointers to what Japanese car makers may be doing next, Tokyo is always a high octane, fast moving show with plenty going on.

Anyone looking for trends from this year's 37th Tokyo Motor Show running between October 25 and November 5 could have picked any number out of the hat.

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Alternative fuel vehicles (fuel cells and hybrids) were much in evidence and one of the themes this year is how fuel cells

At the Tokyo Show, the message was that petrol-electric hybrids can be fun as well as eco-friendly. Sports concepts such as the Toyota CS&S, Mazda Ibuki, Subaru B9 Scrambler and Honda IMAS set out to demonstrate this theory. Again, it shows how fast things are moving. Brand management was another theme. The Japanese are now looking to draw a more consistent link between car and company. In this vein, Mitsubishi and Subaru were two companies experimenting with new corporate front end styles to their cars.

Nissan was one of several presenting cars based around modern 'Japanese DNA' design. A subtle use of shapes and colours, of light and shadow, shows how this is coming to bear. More directly, the side windows of its Serenity MPV concept were themed after a folding Japanese fan, the car's 'face' was designed from a kabuki mask.

While the car as a mobile living room also got a lot of airplay, no Tokyo Show

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