

 JAMA Update

## **JAMA Presents "Motorcycle Friendship in Yokohama" Event - Paving the Way for Greater Motorcycle Enjoyment -**

JAMA teamed up with the Cabinet Office of the Japanese government this past summer to sponsor "Motorcycle Friendship in Yokohama," an event staged on August 18 (Sunday) in the "Yokohama Red Brick Warehouse," a popular leisure spot located in Yokohama City not far from Tokyo.

All members of the Japanese motorcycle industry have worked since 2000 to designate a three-month period between each June and September as "Motorcycle Months." This campaign framework is used to appeal for the fun and utility of motorcycles, promote wider understanding of riding and traffic safety education, together with other steps aimed at energizing the motorcycle market. A total of more than 300 separate events are held throughout Japan during these months.

The "Bike Friendship" celebration is one of the headline events during this time. It is staged at a location offering easy access to the general public, in an attempt to expand awareness of the fun and merits that motorcycles have to offer.

### **A Pleasant Day with Motorcycles**

This year's event site in Yokohama featured an exhibition of 50 popular motorcycle models produced by both Japanese and overseas manufacturers, with visitors able to actually touch and sit on the bikes of their choice. This prompted a steady stream of couples, families and other visitors taking snapshots of themselves astride these machines.

Other attractions included the "Kids Riding School," which true to its name gave children a chance to experience motorcycle riding and learn traffic rules and safety. There was also a corner with two riding simulators, giving visitors a virtual reality taste of how it feels to ride bigger size motorcycles. Both of these activities were extremely well received, with long lines forming to take part.

Presented from 1:30 that afternoon was a talk show featuring the recipient of the "Bike Friendship Grand Prize"(\*1). This event proved so popular that lines formed from 4:30 in the morning to get seats.

Other attractions during the day included pantomimes, trial bike riding demonstrations, live comedy acts and more, all of which earned rousing rounds of applause from visitors.

Though the impact of a typhoon resulted in poor weather that day, this failed to discourage the public from turning out, with some 26,000 people visiting the event site altogether.



Event visitors sit on popular exhibition motorcycles

(\*1): A prize awarded by JAMA to a celebrity with an image judged to best symbolize the fun and appeal of motorcycles, awarded for the fourth time this year. The latest winner was Hiroshi Nagano (30), a member of the popular pop-star group "V6." Nagano officially received the honor at a JAMA-sponsored awards ceremony held on July 11, an occasion heavily covered by the press. Upon receiving the award, Nagano noted: "Based on this prize, my goal is to convey the numerous pleasures of motorcycle riding to as many people as possible."

## JAMA Update

### **FAMI Convenes Seventh Management Committee in Manila - Approves "Manner Up" Asia Road Safety Campaign -**

The Federation of Asian Motorcycle Industries (FAMI)(\*2) held its seventh Management Committee Meeting on September 19 in Manila City, the Philippines.



From left to right: FAMI Secretary General H. Nakamura, President Dato' Aidid, Technical Committee Chairman K. Ochi, and Research & Planning Committee Chairman W. Wisoot

The gathering opened with progress reports from the FAMI Technical Committee (chaired by JAMA officer K. Ochi) and Research & Planning Committee (chaired by TAIA Vice President W. Wisoot), which covered current activities and upcoming plans.



Sixth meeting of FAMI Technical Committee

The Technical Committee noted that it is studying the establishment of a taskforce to troubleshoot the problems being encountered in FAMI member countries, in the quest to actively promote the cause of global harmonization. As another phase of this effort, the committee said it is also looking into plans to dispatch JAMA experts to member nations to pursue the need for improved fuel and lubricant quality.

The Research & Planning Committee used its time to propose a unified Road Safety Campaign, to be implemented throughout the FAMI member countries under the tentative name of "Manner Up." The plan was approved by the Management Committee, while agreement was also reached to promote more active use of the FAMI website and support exchanges of motorcycle statistics among the members.



First meeting of FAMI Research & Planning Committee

### **FAMI Reacts to Vietnam's Motorcycle Parts Import Quotas**

Following these reports, the Management Committee turned to discussion of the motorcycle parts import quotas announced by the government of Vietnam on September 4(\*3), with a consensus adopted that this is a matter of grave concern. A press conference was immediately held to state the FAMI position on this issue, the contents of which received major coverage in several different newspapers in the Philippines.



Journalists gather at the FAMI press conference held to voice concern over motorcycle parts import quotas announced by Vietnam

Representing FAMI, in late September President Dato Syed Mohamed Aidid (MASAAM Chairman) directed an official letter to the Vietnamese government, in which he appealed: "Quantitative restrictions on the import of motorcycle parts will inhibit the sound development of the motorcycle industry in all Asian countries."

In this letter, President Aidid outlined the following four adverse effects that these parts import quotas will have: (1) Delay moves to establish a free market in the ASEAN region; (2) impede the activities of foreign companies that invest in Vietnam; (3) result in job losses for more than 20,000 Vietnamese workers; and (4) cause sales losses of some U.S.\$100 million, leading to significant negative ramifications for the Vietnamese economy. In demanding the withdrawal of the measures at the earliest possible time, he stressed that such quotas would not only undermine the motorcycle industry of Vietnam, which has grown into the Asian leader in terms of production and sales, but also deal a severe blow to the Asian motorcycle industry as a whole.

Finally, it was decided to convene the next FAMI Management Committee Meeting in Japan next March. This gathering will be held in the same time framework as the FAMI General Assembly, as well as the meetings of the Technical Committee and Research & Planning Committees.

(\*2): FAMI member organizations are, AISI (Indonesia), MASAAM (Malaysia), MDPPA (Philippines), SIAM (India), SMCTA (Singapore), TAIA (Thailand), TTVMA (Taiwan) and JAMA (Japan).

(\*3): On November 5 the Vietnamese government announced an increase in the volume of imported parts to be allowed under the quota system.

## **JAMA Expands Exchanges with CAAM on Intellectual Property Rights**

### **- Initial Symposium Held in China, First IP Study Mission Visits Japan -**

The Japan-China motorcycle industry intellectual property rights cooperation project is making steady progress, with the "First IP Symposium" under the effort convened in Beijing on June 14. A total of 95 representatives of the Japanese and Chinese governments and motorcycle industries attended this gathering. Then, as the first IP study mission held under the project, a Chinese delegation visited Japan from October 20 to 27.



8 members of CAAM IP study mission visiting Japan

China now possesses the world's largest motorcycle manufacturing industry, with an annual production scale in the vicinity of 12 million units and exports of 2.9 million units. JAMA has been concerned with the motorcycle intellectual property rights situation in China, and this February dispatched a mission comprised of senior executives to China led by Yamaha Chairman Takehiko Hasegawa. The members met with Vice Premier Wu Bang Guo and other top-ranking Chinese government officials, and appealed for the importance of protecting intellectual property rights in the motorcycle industry.

Agreement was also reached for the "JAMA-CAAM Motorcycle Industry Intellectual Property Rights Cooperation Project," a private sector level vision that calls for cooperation in the intellectual property rights field between China and Japan. To formalize this pledge, a memorandum of understanding was signed by Vice Chairman Jiang Lei of the China Association of Automobile Manufacturers (CAAM) and JAMA mission head Hasegawa.

The cooperation project consists of the following four steps, targeting the goal of establishing a body for arbitrating motorcycle intellectual property rights disputes by the end of fiscal 2003.

### **Essential Four Steps**

Step 1: JAMA-CAAM design similarity research session

Step 2: Intellectual property rights symposium

Step 3: Intellectual property rights study mission

Step 4: Establishment of intellectual property rights dispute arbitration body

The June symposium in Beijing corresponds with Step 2 in this process, and was convened to deepen the collective understanding of the importance of upholding intellectual property rights. Four of the eight speakers who addressed the gathering were Chinese, with two of them being representatives of CAAM member motorcycle manufacturers. Both stressed firm understanding of the importance of intellectual property rights protection, and expressed their determination to advance independent motorcycle development. The positive participation by Chinese manufacturers in this symposium was clear evidence of the heightened awareness of intellectual property rights in China, prompting high hopes that the effects of this meeting will expand throughout the country.



Design rights study session

The study tour from China was Step 3, with the eight-member CAAM delegation (led by Du Fang Ci, CAAM Deputy Secretary) visiting the Japan Design Protection Association, the National Center for Industrial Property Information, the Japan Intellectual Property Arbitration Center, the Patent Office and companies specializing in intellectual property. The members listened to explanations of the significance of design protection, how design protection systems function, the importance of applications for design registration, inspections of similar designs, the role of the Intellectual Property Arbitration Center and other phases of the intellectual property rights system in Japan. The Chinese side expressed keen interest in the Japanese approach to guarding such property rights, with a second mission scheduled for September of next year.



JAMA/CAAM Steering Committee meeting held at the end of the study mission

Step 1, the JAMA-CAAM design similarity research session, was held from April 22 to 25 at Tianjin University. The goals of this gathering were to foster practical understanding of "design similarity," together with a shared awareness of the need to avoid infringement of design rights within the product development process. The second session in this series was scheduled for November 26-28 in Guangzhou City, China.



The "First IP Symposium" convened in Beijing drew 95 participants

## Topics

### **Working Motorcycles Star at 36th Tokyo Motor Show**

The Japan Automobile Manufacturers Association (JAMA) sponsored the 36th Tokyo Motor Show over a six-day run from October 29 to November 3 at Makuhari Messe (Nippon Convention Center), a facility located in the Makuhari district of Chiba Prefecture just outside of Tokyo. One of the display spaces at this year's event was devoted to the theme of "Motorcycles Supporting Our Daily Lives."

The corner divided the display motorcycles into, 1) Fire and disaster fighting models; 2) commercial-use models; 3) daily transportation models; 4) energy and space savings models and other categories that support daily lifestyle activities. The vehicles included business

models for short-range transportation, cargo collection and small-parcel deliveries, models built for export markets and other special-use motorcycles.



Emergency-use motorcycles



Delivery model motorcycles

The theme of this year's Tokyo Motor Show was "Sense the Evolution - Commercial Vehicles on Stage." As the name suggests, the focus was placed on commercial vehicles. Nevertheless, a certain amount of the display space was also devoted to motorcycles, with practical "working" models spotlighted in particular.

While the Japan Motor Industrial Federation (JMIF) sponsored the Tokyo Motor Show over the years, that tradition came to an end this May with the merger between JMIF and JAMA. From this year, therefore, JAMA is the key body in charge of organizing this yearly event.

This year's Motor Show attracted participation by 106 companies, two governments and two organizations from seven different countries, with the display area of 24,802 square meters roughly equivalent to the space of last year's show for passenger cars and motorcycles. The number of visitors during the six-day exhibition was 211,100 persons, more than 30,000 people above the gate of the previous commercial vehicle Tokyo Motor Show in 2000.

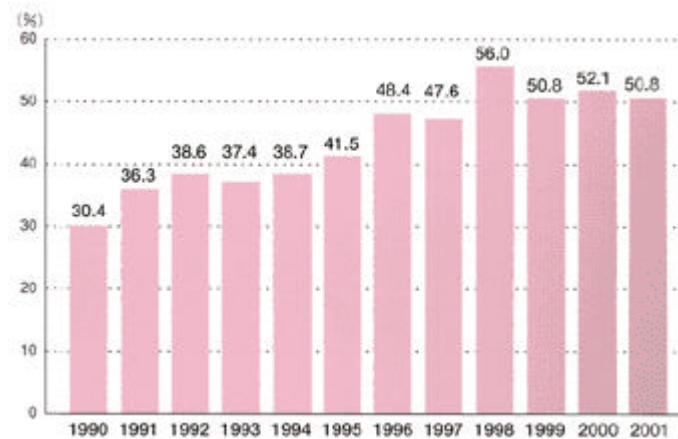
## **JAMA Requests Introduction of Automatic Transmission Motorcycle Driver Licensing System**

JAMA recently submitted a request to the National Police Agency entitled, "Introduction of Automatic Transmission Motorcycle Limited Driver's Licenses," and has also published the pamphlet "AT Vehicle Limited Licenses for Motorcycles Too" in support of this cause.

Japan has offered "AT car only" driver's licenses for regular automobiles (\*4) since 1991. This situation prompted JAMA to cite the following three key points in its proposal to expand the system to motorcycles: (1) Over 50 percent of Japan's domestic sales for motorcycles (over 50cc in displacement) (\*5) are now AT models, a level exceeding that for

manual transmission motorcycles; (2) automatic transmission models have also been introduced in large-size scooters (the "over 400cc class"), with the number of these bigger AT bikes expected to grow from here on as well; and (3) AT motorcycles are less complex and easier to operate than their MT counterparts. Based on this, the JAMA request is for "AT car only driver's licenses" to be offered for motorcycles in both the regular-size (51-400cc) and large-size (over 400cc) classes.

Professor Emeritus Hiroyasu Nagae of Nihon University offered the following commentary on this issue: "If riding instruction programs using AT motorcycles are introduced, it should be possible to realize a system that is particularly appealing to women, middle- and senior-aged citizens and others who are interested in getting licenses, but discouraged by what they perceive to be the complicated skills needed to operate those vehicles."



Percentage of automatic transmission equipped motorcycles (over 50 cc)

(\*4): Licenses that permit drivers to operate only automatic transmission vehicles. The AT car learning courses at driver's training schools feature fewer skill training hours than the MT car learning courses.

(\*5): Almost all motorcycles in Japan's "50cc and under class" are AT models.