

## IMMA Convenes Spring Congress in San Diego ~ JAMA's Minoru Harada Becomes New President ~



Keen discussions at the General Assembly Meeting

### Gathering Hosted by USMMA

The International Motorcycle Manufacturers Association (IMMA)<sup>1</sup> held its 2006 Spring Congress during May 9~12 in San Diego, California, with the meetings hosted by the United States Motorcycle Manufacturers Association (USMMA). San Diego, widely known as the "Finest City" in America for its superb climate and rich natural environment, with a population of 1.2 million ranks as California's third largest city after Los Angeles and San Francisco. Contrary to this reputation, however, the typically clear blue skies of Southern California failed to appear to greet the JAMA Delegation upon their arrival in San Diego on May 9. This unseasonably chilly weather continued throughout the four days of the Congress, but did not detract from the event in any way.

Participating in the Congress were a combined total of 16 delegates from the USMMA representing the U.S., the European Motorcycle Manufacturers Association (ACEM)<sup>2</sup> representing Europe and including the Association of Austrian Vehicle Industry (FFO) representing Austria, the Federation of Asian Motorcycle Industries (FAMI)<sup>3</sup> representing Asia and including the Japan representative JAMA, the Society of Indian Automobile Manufacturers (SIAM) representing India, as well as a delegate from Canada.

FAMI filed an application to gain official membership in the IMMA at the end of last year, with the final decision made to join the international body made at the FAMI

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<sup>1</sup> IMMA is comprised of FAMI (the Federation of Asian Motorcycle Industries) which includes Japan, the European Motorcycle Manufacturers Association (ACEM), the United States Motorcycle Manufacturers Association (USMMA), the Society of Indian Automobile Manufacturers (SIAM) and other motorcycle manufacturing and sales associations.

<sup>2</sup> ACME is comprised of 12 motorcycle manufacturers (including Japanese companies) that produce in Europe, 11 motorcycle associations of EU member nations (including the Association of Austrian Vehicle Industry = FFO), and three guest members.

<sup>3</sup> FAMI is comprised of motorcycle associations from seven Asian economies (Indonesia, Malaysia, the Philippines, Singapore, Taiwan, Thailand and Japan). SIAM withdrew from FAMI in April of this year.

General Meeting convened this March. This cleared the way for FAMI to become an official member of IMMA effective April 1. (For further details, see: <http://www.jama-english.jp/motor/200603.pdf>).

### **Minoru Harada Chosen New President**

The Spring Congress was also utilized as an occasion for meetings of the IMMA Technical Committee (in charge of harmonization, safety and the environment) and the Steering Committee (organization administration). On May 11, meanwhile, the General Assembly Meeting, the highest decision-making body for IMMA, met to present the fiscal year 2005 statement of accounts, explain the status of the fiscal 2006 budget, announce the budget forecast for FY2007 and listen to an activity report from the Technical Committee. In addition to this, a ballot was held to choose the next IMMA President (who will serve a two-year term).

In the selection of the new leader, FAMI Chairman Dato' Aidid nominated JAMA's Minoru Harada, Senior Managing Director of Honda Motor Co., Ltd. Mr. Harada was then selected as the next President by unanimous vote of all present, commencing a term scheduled to run through May of 2008.

### **The Future Role of IMMA**

Having been elected the new IMMA President, Mr. Harada proceeded to deliver an inaugural address. He opened with the following thoughts on the proper role for IMMA over the years to come:

“Motorcycle industries around the world are making vigorous efforts to improve safety and promote activities aimed at preserving and improving the environment. Particularly important in this effort is the push toward international harmonization in the fields of motorcycle technical standards and certification systems.

“The efforts to achieve international harmonization of standards and certification are being promoted with the focus on the World Forum for Harmonization of Vehicle Regulations of the United Nations Economic Commission for Europe (UN/ECE/WP29). For WP29 to work out truly rational and realistic standards, however, will require active participation by delegates of the motorcycle industry.



Incoming President M. Harada  
of IMMA

On this point, IMMA, benefiting from the membership of FAMI and India as representatives of genuine motorcycle manufacturing superpowers, has emerged as an industry association that truly embodies the interest of the global motorcycle field, both in name and reality. This makes us an ideal counter partner for the WP29, while for IMMA the importance of international standardization activities has never been greater. For myself, I warmly welcome this new push toward globalization on the part of IMMA.”

Newly named President Harada added: “It is a great honor to be selected as President of IMMA at a time like this, when the significance of this Association is dramatically

expanding at a global level.” He concluded his speech with a request to all IMMA members and the Secretariat for continuing support and understanding over the next two years as well, while expressing his profound gratitude to outgoing President Mr. Timothy Hoelter for his service in fulfilling the important duties of that post over the past three years.

In addition to the series of meetings held during the four-day Congress, activities were also organized by USMMA to deepen the understanding of participants in the culture and society of host city San Diego. For example, on May 9, the opening day of the meetings, a tour was arranged of the San Diego Zoo after regular operating hours, followed by a welcome dinner on the grounds of this world famous zoo. Also presented was a social tour on May 12, the final day of the Congress. With San Diego serving as the base for the U.S. Pacific Fleet, the decommissioned “Midway” aircraft carrier is preserved there as a self-contained museum. Congress participants were treated to the rare experience of touring this mammoth-scale vessel, and also had the opportunity to visit Balboa Park, renowned as America’s largest and most picturesque “urban culture park.”



City of San Diego

The next IMMA Spring Congress is scheduled for May 2007, and will be hosted by SIAM at a location in India.