

News from JAMA Motorcycle Summation Issue

News from JAMA Motorcycle (NFJ-MC) has been published with the purpose of communicating information concerning the motorcycle industry from Japan to the world, particularly to key people in the government and private sectors, as well as to support the flow of constructive data and intelligence between such persons. Over the years, *NFJ-MC* has played an important role in promoting mutual understanding between the many people involved in the motorcycle field, while helping to build up a solid foundation for industry activities.

At the time this publication was first launched in 1995, before the Internet had come into such widespread use, *NFJ-MC* was issued as a print medium. The inaugural issue (Vol. I No. 1) was published in March 1995, and was basically issued subsequently as a quarterly publication (four times annually – in the spring, summer, autumn and winter) through the 2002 winter issue (Vol. 8 No. 2). After that it was shifted to a monthly issue basis by posting the information on the JAMA English-language website from 2003, with a total of 94 issues produced in all.

This March, the website of the Federation of Asian Motorcycle Industries (FAMI), a body representing the motorcycle industry in Asia, was opened to access by the general public. On that occasion, the decision was made to move the source of the information supplied through *NFJ-MC* over the past 13 years to this FAMI website. In this issue, therefore, we reflect upon the history of *NFJ-MC*, talking to the central figures in originally getting the effort off the ground and FAMI representatives, as well as projecting the future trends in the motorcycle industry at large.



Inaugural issue

To begin, we talked with two men who were instrumental in originally getting *NFJ-MC* off the ground – Mr. Rokuro Nakaji, formerly of Honda Motor Co., Ltd., and Mr. Haruo Iinuma, formerly of Kawasaki Heavy Industries Ltd.

Editor:

Gentlemen, first please tell us about the reasons for launching *NFJ-MC*, along with the background existing at that time.

Iinuma:

In 1995, motorcycle sales had begun to chart significant growth in the countries of Asia. As this came to pass, issues arose with regard to the accompanying increases in traffic accidents and the establishment of technical standards concerning safety and environmental regulations. These problems were themes shared in common by all countries, with the need pointed out for international-scale industry activities – and especially efforts organized at the Asia level of the field. As the first step toward this end, JAMA set out to supply motorcycle industry information to the outside in laying the foundation for Asia-scale industry activities, with this leading to the publication of *NFJ-MC*. The undertaking was launched by having managers from each of the four motorcycle manufacturers in Japan take turns preparing the articles in a regular rotation.

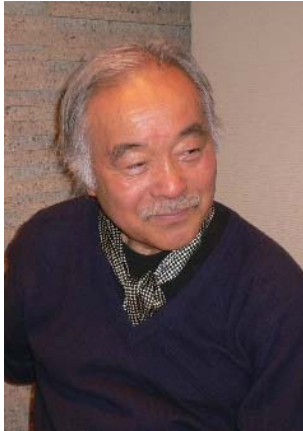


Mr. Haruo Iinuma

Nakaji:

At that time, the International Motorcycle Manufacturers Association (IMMA) existed as a body that effectively represented the global motorcycle industry. Other than JAMA, however, no other industry associations from Asian countries participated in IMMA. Thus, while IMMA served as a forum for discussions of motorcycle industry activities, harmonization of technical standards and other areas at the world level, such talks failed to reflect the opinions of the representatives of Asia, despite the large unit

production in that region. Against this backdrop, there was definitely a need to establish an organization designed to function to communicate the ideas and opinions of Asia.



Mr. Rokuro Nakaji

Editor:

In more specific terms, what types of activities were carried out?

Nakaji:

In order to promote interaction between the various countries of Asia, from 1991 JAMA hosted a reception in the years that the Tokyo Motor Show was held. In years when the show was not convened, delegates gathered in other cities around Asia to participate in information exchanges organized as the Asia Motorcycle Conference (AMC). As the name suggests, representatives of Asian motorcycle industries got together to report on the conditions and issues in their respective countries, deepening the ties of friendship and communication and creating a shared awareness of the issues and challenges that we faced. FAMI was established in 1999, with the federation registered in Singapore – an essential cornerstone of commerce and transportation in Asia. Thanks to the hard work and efforts of everyone involved, FAMI activities grew in scale and vigor over the years, leading to the acceptance of FAMI for membership in IMMA in April 2006. This was a truly wonderful and rewarding development, and I would like to take this opportunity to once again express my heartfelt gratitude to everyone who supported this outstanding progress.

Editor:

What types of expectations do you have for FAMI from here on?

Nakaji:

Motorcycles are highly convenient and economical means of transportation. While the popularization of motorcycles brings affluence and expediency to people's lives, it is also a fact that these vehicles are a factor in triggering social issues. There is a need, meanwhile, to address these challenges not at the national level as such, but rather at the Asia or the global level. FAMI will continue to heighten its presence on the global arena from here on as well, and has a vital role to play in raising the awareness and understanding of motorcycles. In that sense as well, the opening up of the FAMI website to the general public is a wise step. With it being important to issue information to the outside, I definitely want to support this effort. All in all, I look forward to FAMI acting as an organization devoted to advancing positive and spontaneous activities to address the issues that emerge hand in hand with the advance of the motorcycle.

Iinuma:

One vital theme is the response to the environmental problems in Asia. Through the development of new power sources, fuel and other advances, I believe there is ample possibility for motorcycles to continue to make solid progress as eco-friendly vehicles. Japan is one step ahead of the world in that area, and I feel that Japanese motorcycle manufacturers can make major contributions to moving things forward in the right direction.

Next, we talked to Dato' Aidid of MASAAM, who has served as President of FAMI since the federation was inaugurated, about the activities of FAMI and the future for the motorcycle industry.



FAMI President Dato' Aidid

Editor:

Dato' Aidid, please review the progress of FAMI activities over the years.

Dato' Aidid:

I am one of the founding members of FAMI, which was established in 1999. FAMI has undergone swift changes, and I am pleased to report that it is headed in the right direction. As just one small example of the changes and the progress that has been made, while we formerly relied on overhead projectors (OHP) for our presentations at meetings, we now use personal computers for such work. On another front, we enjoy excellent collaboration between our members, and more and more people now taking part in FAMI meetings. With more task forces having been established – including Road Safety, Information and Technical Harmonization in 2003 and Intellectual Property rights in 2006, we are enjoying greater in-depth discussions and brisk and spirited activities. We have more engineers, technical people and other professionals onboard as well, while personnel from sales and production, as well as parts suppliers are joining us as well. The changing of the generations is advancing within FAMI, and I look forward to greater invigoration of the federation from here on as well.

Editor:

Please share with us your thoughts on the future outlook for the global motorcycle industry.

Dato' Aidid:

At the present time, I believe that one big challenge that we face is how best to come to grips with road safety. FAMI established its Road Safety Task Force in March 2003, with our seven member nations and region having taken turns in holding eight road safety seminars to date. We have also organized the FAMI road safety poster campaigns. Over the years to come, providing educational programs for students and other younger people will take on greater importance. At present, MASAAM have the "Traffic Games" conducted in parks in Malaysia, which is one example of our solid commitment to reducing accidents.

Editor:

MASAAM is scheduled to assume the role of FAMI Secretary General and Secretariat. That is your view of this change?

Dato' Aidid:

I feel that this move is quite timely. JAMA has provided the key leadership up to now, and will continue to play a vital supporting role in encouraging the other members. Our

new Secretary General, Mr. Khalili, is highly qualified for this role and also possesses outstanding technical knowledge. We greatly appreciate the leadership that JAMA has provided, and its wisdom in now encouraging other members to take the helm and manage the federation.

Editor:

What are your future expectations for FAMI?

Dato' Aidid:

I look forward to a greater number of countries participating in FAMI as members. As of 2006, FAMI members accounted for a 24% of global motorcycle unit production. Expanding our membership would enable us to speak with an even greater common voice, and heighten the FAMI presence on the global stage. In that spirit, I hope to see the same strong support and understanding for FAMI activities over the years to come that we have benefited from so greatly up to now.

In closing, we wish to introduce the FAMI website that will serve as the new format for *NFJ-MC* activities from here on. This website has been totally renewed with the purpose of providing positive PR activities for FAMI, with that work completed this March. JAMA will be working through this FAMI website to post reports about press conferences, motor shows and other events in Japan. Please keep your eyes focused on the development and progress to be made by this new website.

<http://www.fami-motorcycle.org/>

