



JAMA

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JAMA's Perspectives on the CARS 21 Initiative

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Introduction

- ▶ Japan Automobile Manufacturers Association (JAMA) is the industry association representing Japanese automotive manufacturers.
- ▶ JAMA members are directly contributor to Europe's competitiveness by way of both direct investment in production and in research and development (R&D).
- ▶ JAMA supports the CARS 21 initiative to boost the long-term competitiveness and sustainability of the European automotive sector.
- ▶ The development of a European automotive regulatory framework for the next 10 years will create the preconditions in a for a competitive automotive sector will have significant implications for JAMA members.

The JAMA logo, consisting of the letters 'JAMA' in a bold, green, sans-serif font.

Production and R&D Facilities in the EU

Production in the European Union



Research and Development in the European Union



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Contribution of Japanese Manufacturers to the European Economy

JAMA Contributions to the European Economy: A few Facts

| | |
|---|------------------|
| Number of EU production facilities | 17 |
| Number of EU R&D centres | 14 |
| Location of production facilities (number of Member States) | 10 |
| Total production (2004, in units) | 1.295m |
| Contribution to total EU passenger car production | 7.5% |
| Japanese brands sold in EU that are manufactured in EU | 60% |
| Direct (manufacturing and R&D)/indirect job creation | 38,500 / 163,000 |
| Investment made in the EU by Japanese manufacturers | €10.6b |
| Investment pipeline (2005-2009) | €915m |

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High Productivity

- ▣ According to a WWRC on the productivity of the European Automotive sector, Japanese manufacturers lead the way in terms of vehicles per person (VPP).
- ▣ Four plants owned by JAMA members and surveyed in the 2003 Index rank amongst the highest performance in Europe in terms of labor productivity.
 - ▣ a. Nissan Sunderland(UK)
 - ▣ b. Honda Swindon(UK)
 - ▣ c. Toyota Burnaston(UK); and
 - ▣ d. Toyota Valenciennes

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JAMA's views on Cars 21 priority

▣ Better Regulation and Simplification

- ◆ The competitiveness of the industry will greatly depend on further progress in the harmonization of motor vehicle technical regulation.
- ◆ JAMA support the principle of better regulation and simplification.
- ◆ The work carried out in Geneva within the framework of UN/ECE WP 29 is of crucial importance and should constitute a clear priority.
- ◆ In particular, the global automobile industry has strong expectations that the second phase of pedestrian protection regulations will be brought into reality in the form of a GTR.

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JAMA's views on Cars 21 priority

» Environment

◆ CO2 Emission : an integral approach

JAMA support the recommendation on an integral approach , that involves government, industry, local authorities and consumers, to the reduction of CO2 emission.

◆ EURO 5

JAMA is fully committed to constant and on going efforts to develop technologies enabling the reductions of emissions and the improvement of air quality. However, the current proposal raises a number of concerns, such as heavy passenger cars and lead-time.

◆ Mobile Air Conditioners

Automobile air conditioning is not always cleaner than automobile HFC 134a air conditioning with regards to global warming impact.



JAMA's views on Cars 21 priority

» Trade and Market Access

◆ WTO Negotiations

JAMA members are strongly committed to free trade as it is an engine of growth. Trade liberalization is in fact a key factor to competitiveness.

◆ Intellectual Property Right (IPR)

IPR is essential in order to protect the huge investment in technologies made by individual companies.



Conclusion

- Global Solution
- Fair and Free Competition
- Transparency of Consultation Process