

### § Program Policy

During fiscal year 2003, the second year of operation following its merger with the former Japan Motor Industrial Federation, Inc. and the Japan Automobile Industry Employers' Association, the Japan Automobile Manufacturers Association, Inc. (JAMA) will emphasize the practice of craftsmanship throughout the motor vehicle manufacturing industry as well as the principle of adopting the consumer's point of view in relation to its products and activities. JAMA will also strive to make manifest the integrated strength it gained through the aforementioned merger; to work with its member companies in promoting swift decision-making and efficient, fully transparent business operations; and generally to take a dynamic and progressive approach to surmounting the challenges and issues confronting the industry today.

### § Contributing to Society through Technological Progress on the Environmental and Safety Fronts

- \* Studies into the promotion and expanded proliferation of technological development targeting fuel cell automobiles and other new-generation low-emissions vehicles, development of new technology in response to new diesel vehicle exhaust emissions regulations, promotion of the supply of appropriate information to motor vehicle users.
- \* Promotion of approaches targeting improved fuel quality in conjunction with the government, related industries and other pertinent parties.
- \* Studies into environmental preservation measures at plants and other business sites.
- \* Promotion of approaches to establish systems in support of proper and reliable implementation of the Automobile Recycling Law.
- \* Studies into vehicle safety improvements utilizing ITS (Intelligent Transport Systems), ASV (Advanced Safety Vehicles) and other cutting edge technology.
- \* Implementation of approaches for proliferation and expansion of traffic safety awareness, promotion of other integrated traffic safety measures.

### § Responding to the Globalization of the Automobile Industry

During fiscal 2003 JAMA will:

- \* Promote expanded research and development on fuel-cell technologies and other new generation, low-emission vehicle technologies as well as the development of new technologies in response to more stringent diesel exhaust emission regulations, while at the same time encouraging the provision of appropriate information to motor vehicle users.
- \* Promote the improvement of fuel quality and examine strategies to be adopted to that end in collaboration with the government, related industries and other relevant players.
- \* Thoroughly investigate the current status of environmental protection measures at plants and other sites in which business operations take place.
- \* Promote strategies for the establishment of a system infrastructure for optimal implementation of Japan's new Automobile Recycling Law.
- \* Study vehicle safety improvements using ITS (Intelligent Transport Systems), ASV (Advanced Safety Vehicles) and other cutting-edge technologies.
- \* Conduct a range of activities aimed at increased traffic safety awareness on the part of the public at large and promote other integrated traffic safety measures.

### § Enhancing the Benefits of Motorization

JAMA will furthermore, in fiscal 2003:

- \* Advocate the adoption of a fair and less complex automobile taxation system based on considerations for the environment, international harmonization, and other key concerns.
- \* Propose strategies for improving traffic flow, as well as research and propose road and other improvements in the transportation environment.
- \* Study the introduction of "one-stop services" for the completion of all procedures required for motor vehicle ownership.
- \* Take the necessary measures to make the 37<sup>th</sup> Tokyo Motor Show for Passenger Cars and Motorcycles the world's No. 1 international motor industry exhibition—including enhancing the show's contents and integrating advanced information communication functions.
- \* Research and analyze the full range of human resource issues relevant to the auto manufacturing industry and actively support sound labor relations.
- \* Research, compile and release to the public a wide range of materials promoting a better understanding of the automobile industry and its products through the transmission and explanation of industry policies and proposals.