

# Future Approaches to the Environment

The mounting of effective environmental approaches over the years to come is a crucial theme not only for the motor industry, but also for society as a whole. Particularly important in this mission is the work of preventing global warming and eliminating air pollution. This is an area requiring redoubled efforts by automakers to further enhance fuel economy, reduce exhaust emissions and proliferate the use of hybrid cars and other low-emission vehicles, together with improvements in the road infrastructure, more efficient motor vehicle use and other progress encompassing the entire sphere of automobile transportation. The Japan Automobile Manufacturers Association (JAMA) is rising to this challenge by lobbying for more effective action by the government and related sectors, while striving through its own studies, research, communications and other means to cooperate in resolving these and other social themes once and for all.

