

Press Conference Schedule

Time	Contents	Speakers
11:45-12:05	1. Briefing	
	Introduction and Overview	Yoji Matsuyama Chair, General Policy Committee
	Creating Transportation Systems Integrating Automated Driving (#5) – Achieving Zero Traffic Fatalities and Freedom of Mobility	Eiichi Akashi, Chair, Safety Technology & Policy Committee (Nissan) Keiji Yamamoto, Chair, Next-Generation Mobility Committee (Toyota) Akihiro Sarada, Vice Chair, Safety Technology & Policy Committee (Toyota)
12:05-12:50	2. Press Conference	
	Opening Remarks	Koji Sato, Chairman
	Q&A Session	Koji Sato, Chairman Naohiro Yamaguchi, Vice Chairman Toshihiro Suzuki, Vice Chairman Ivan Espinosa, Vice Chairman Toshihiro Mibe, Vice Chairman Motofumi Shitara, Vice Chairman Akira Matsunaga, Vice Chairman

#

Initiatives for the New Seven Priority Challenges

As of September 17, 2026

★:Main updates since the previous version

New Seven Priority Challenges	Related Initiatives (■New/●Ongoing)	Current Status
1. Securing Stable Procurement of Critical Resources and Components Eliminating production stoppages caused by shortages of resources or parts	● Risk mitigation and building of mechanisms that prevent backsliding - Strengthen industrywide responsiveness for resource procurement. - Clarify competition vs. collaboration and define commitments.	Ongoing
2. Implementing Multi-Pathway Strategies to CN Towards carbon neutrality (CN) in 2050, promoting deployment of decarbonized products across all pathways	■ Hydrogen: Deployment of hydrogen trucks for long haul transport - Created hydrogen supply and demand starting with commercial vehicles. - Advanced the development of a deployment roadmap for hydrogen trucks in long-haul transportation.	★ Ongoing
	■ Electrification: Implementation of dynamic wireless charging Accelerate real-world implementation through the development of a highway electrification plan.	Under review
	● Early deployment of carbon-neutral fuels Promote E10 adoption to enable the early market introduction of E20.	Ongoing
3. Building Mechanisms for a Circular Economy (CE) Towards carbon neutrality (CN) in 2050, promoting deployment of decarbonized products across all pathways	● Batteries: Commercialization of the reverse supply chain industry Implement a system to visualize the value of domestic recycling, overseas second life loops, and used batteries.	Ongoing
4. Strengthening Human Resource Foundations Building systems that ensure the continuous recruitment and development of talent to support stable development, production, sales, and services.	★ ■ Addressing the Shortage of Automotive Service Personnel Work with the government and JADA to identify measures for securing automotive service personnel and improving productivity in order to enhance after-sales service quality * As advances in AI and robotics continue to reshape priority areas, other fields will also remain under review, taking into account their potential impact on the industry.	Under review
5. Creating Transportation Systems Integrating Automated Driving Building an integrated system that combines vehicles, people, and infrastructure to achieve a safe and secure mobility society	★ ■ Initiatives towards achieving zero road fatalities and freedom of mobility	Activities Started
6. Promoting Fundamental Reform of Automobile Related Tax Systems Prioritizing a simpler, less onerous, and more user acceptable tax framework	★ ● Simplification/streamlining of auto-related taxes and reduction of the tax burden Adopt JAMA's Tax Reform Proposal at today's September Board Meeting.	Ongoing
7. Enhancing Competitiveness Across the Entire Supply Chain Rebuilding the supply chain to enhance competitiveness and increasing on site capacity in response to electrification, intelligentization, and labor shortages	■ Standardized platform for shared logistics Accumulate cargo and transport data on a shared data platform to further expand collaborative logistics and improve logistics efficiency.	★ Ongoing
	■ Components/materials standardization to strengthen supply chain resilience Improve productivity across the entire supply chain through standardization.	Initiatives for adoption under consideration

Creating Transportation Systems
Integrating Automated Driving

**Initiatives Towards Achieving
Zero Road Fatalities and Freedom of Mobility**

Japan Automobile Manufacturers Association, Inc.
Automated Driving Project Team

JAMA's Vision

Realizing an autonomous driving-based society
with safe, secure, and always accessible mobility
for people and goods



Zero Road Fatalities ×



Freedom of Mobility

The ultimate goal: Achieving 0 road fatalities

Achieving Zero Road Fatalities and Freedom of Mobility: Common Challenges for Japan's Automakers

Zero Road Fatalities

- Diffusion of ADAS / ADS technologies
- Protecting vulnerable road users
- Reducing human error

Freedom of Mobility

- Ensuring mobility for elderly adults
- Sustaining local transportation networks
- Sustaining the movement of people and goods

Common
challenges

**Common Challenges ①
Advancement of
infrastructure**

**Common Challenges ②
Building the social
foundation**

**Common Challenges ③
Measures to promote
market adoption**

Achieving an autonomous driving-based society in Japan by addressing the common challenges

⇒ Leverage the framework established in Japan to drive international standardization discussions, thereby securing Japan's competitiveness

Key Initiatives towards Zero Road Fatalities and Freedom of Mobility

Competitive areas

- Enhancing vehicle autonomy through AI
 - ⇒ Automakers are actively advancing end-to-end (E2E) development with a view to early market deployment.

Collaborative areas

- Improving safety and facilitating smoother traffic flow through collaboration on infrastructure
- Building the social foundation
- Promoting market penetration of technologies
 - ⇒ Strengthening capacity for social implementation

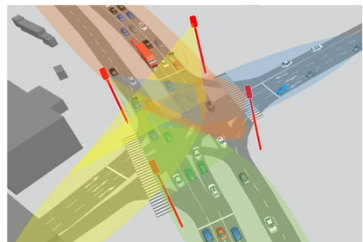
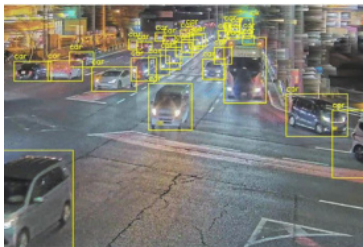
Collaborative Initiatives 1:

Infrastructure: Improving Safety and Facilitating Smoother Traffic Flow

A shared foundation to complement vehicle capabilities
= Establishing an information management platform

Phase 1 | From 2026

Verify the effectiveness of infrastructure collaboration through proof-of-concept (PoC) testing
(Clarifying effective use cases, system specifications, and accident reduction benefits)



Standard-ization

Phase 2 | From 2027

Establish an information management platform to manage and optimize overall traffic operations
(Coordination among operators, system-wide optimization, emergency and exception handling, enforcement of safety standards, data governance and security)

Public information (Congestion / Roadwork / Accidents / Regulations / Weather conditions / Etc.)

Information management platform
(Government- and public sector-led)

Remote support systems of individual operators
Ensuring efficient operations by individual operators
(Fleet management and service platforms)

Infrastructure-cooperative facilities
Smart poles and roadside infrastructure

Connected OEM servers of individual automakers

Level 4 automated vehicles developed by individual automakers

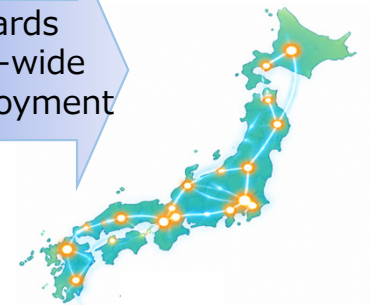
Conventional vehicles / Bicycles / Pedestrians
With or without communication devices

ADAS-equipped vehicles / Connected vehicles of individual automakers

Phase 3 | From 2028

Deployment across multiple locations

Towards area-wide deployment



Collaborative Initiatives 2: Establishing and Operationalizing the Foundation of Social Trust

A framework that keeps post-accident investigation, victim relief, and improvement going for residual risks that remain even under lawful compliance and normal operation

Why is it needed?

Illustrative scenarios

① Major accidents or incidents occur

Even when legal requirements are met, systems operate as intended, and safety is properly managed, harm may still arise from residual risks.

② Challenges cannot be resolved through liability determination alone

Regardless of where liability lies, prompt victim relief and independent investigation are required.

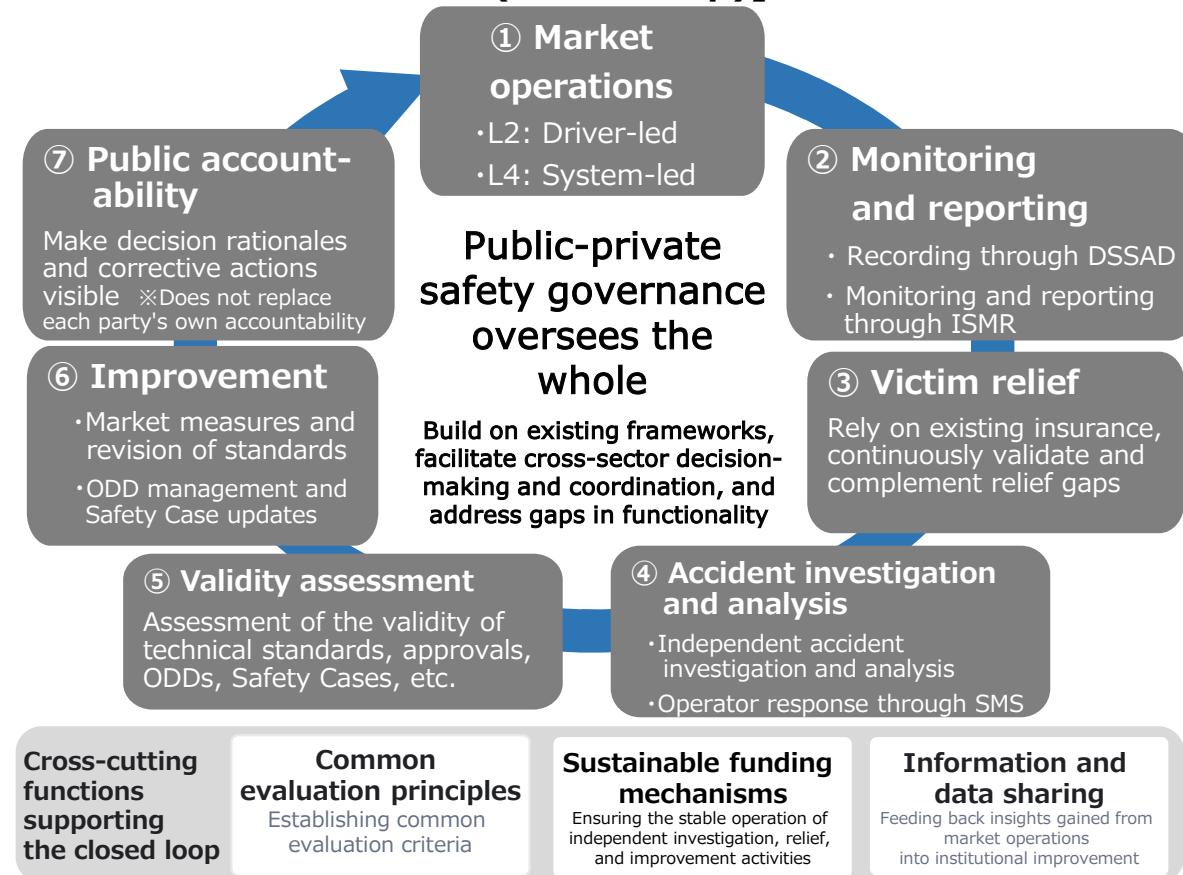
③ A cross-institutional response is needed

Recirculate experience by connecting accident investigation, relief, safety improvements, and social explanation beyond individual companies and independent systems.

JAMA's actions

We advance public-private collaboration to operationalize information sharing, harmonize evaluation frameworks, and establish sustainable operating mechanisms across different systems and stakeholders

[Continuous improvement cycle underpinning Social trust(closed loop)]



Through 2028: Design of frameworks for data sharing and accident investigation
Through 2029: Operational design for assessment, improvement, and public accountability
Through 2030: Full-scale operation, including victim relief and financial support mechanisms

Collaborative Initiatives 3: Promoting Market Penetration of Technologies

Seamlessly supporting mobility, shifting from a society where people can continue driving safely to one where mobility is always accessible even after the cessation of driving

Enabling safe driving



Common certification for safe vehicles

Defining vehicle performance that users can choose with confidence

- Sapo Car
- L2++ Excellence Certification Program



Safe-use support

Supporting safe and appropriate vehicle use throughout the ownership life cycle

- Pre-purchase experience of vehicle functions
- Individualized setup at vehicle delivery
- Vehicle inspection and refresher training



Effectiveness verification and improvement

Verifying safety benefits and driving continuous improvement

- Activation and disengagement rates
- Reduction in accidents and serious injuries
- Third-party evaluation and public disclosure

Supporting safe choices and adoption across society



Reducing economic barriers

Making safe vehicles and services more accessible

- Purchase and leasing support
- Measures to reduce ownership costs
- Utilization of certified pre-owned vehicles



Cross-ministerial public-private council

Integrating vehicles, licensing, healthcare, insurance, taxation, and local mobility, while advancing infrastructure development

- Vehicle adoption support programs and licensing framework development
- Expansion of digital infrastructure for traffic rules
- Standardization of traffic infrastructure (traffic signals and road signs)



Healthcare and community collaboration

Supporting continued driving based on individual needs and capabilities

- Support for matching abilities with vehicle functions
- Coordination with local government consultation services

Ensuring mobility even after driving cessation



Expansion into mobility services

Connecting people to mobility services through consultation, hands-on experience, and registration

- Awareness-building (experience programs, consultation, and user registration)
- User support and expansion of service areas

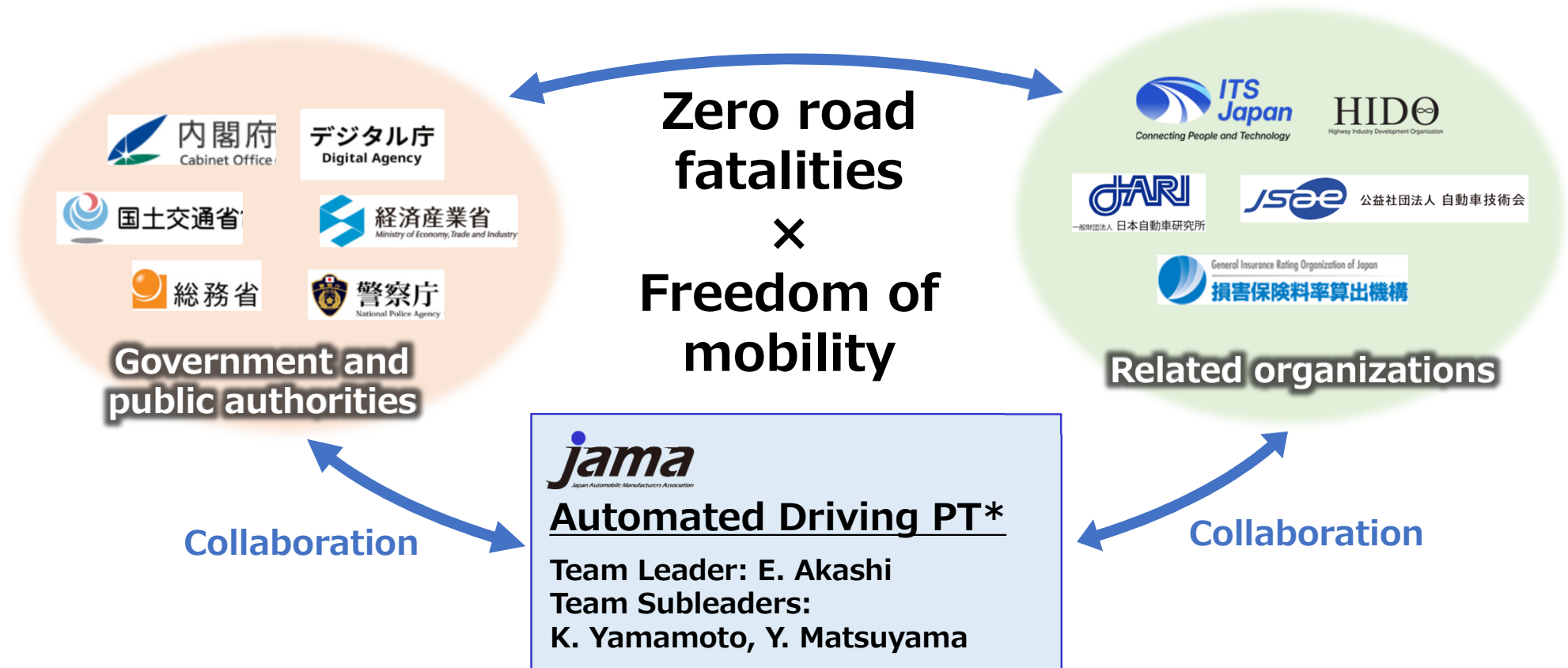


Sustainable operating foundation

Maintaining local mobility services through funding mechanisms, cost sharing, and shared platforms

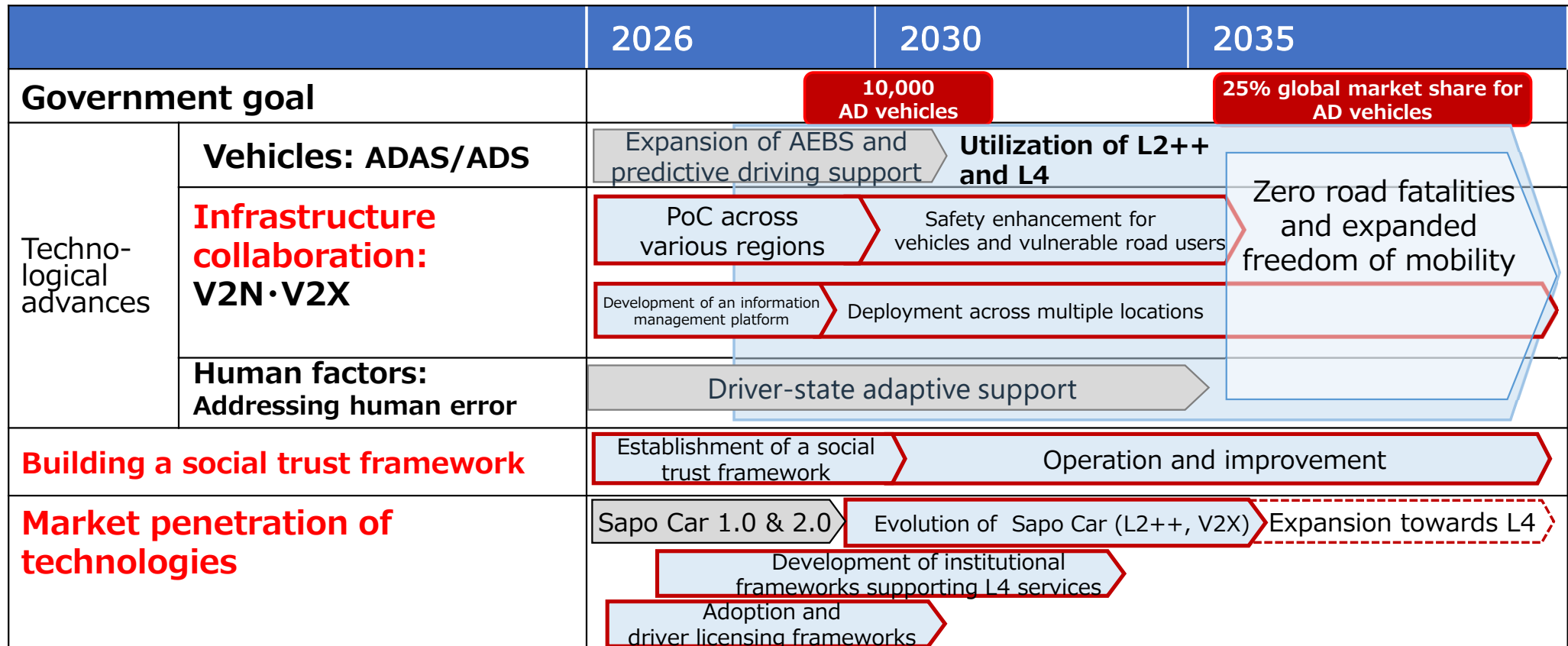
- Development of frameworks for implementing and maintaining infrastructure supporting Level 4 mobility services (utilization of blended funding sources and cost sharing among beneficiaries)
- Operational efficiency through joint procurement and shared platforms

Implementation Framework



JAMA has established an *Automated Driving Project Team under the Board of Directors and is collaborating with relevant government organizations to achieve zero road fatalities and freedom of mobility.

Reference: Key Initiatives towards Zero Road Fatalities and Freedom of Mobility





Overview of ITS Japan



1. History

Established in 1994 as Vehicle, Road and Traffic Intelligence Society (VERTIS).

In 2001, the organization was renamed ITS Japan, and in 2005, it became a nonprofit organization.

2. Purpose

Through initiatives aimed at promoting the development, dissemination, and practical application of ITS, as well as international exchange,

We aim to realize a society with abundant mobility (zero accidents, carbon neutrality, and freedom of movement).



-Purpose of Establishment-

Working in collaboration with a wide range of organizations in Japan's mobility and transportation sectors, we conduct initiatives aimed at promoting the development, dissemination, and practical application of ITS, as well as international exchange, with a focus on the general public. Through the advancement of the industry, we aim to realize a vibrant society where people can live comfortably.

3. Business and Positioning

Business: (1) Policy advocacy (2) Promotion of research and incubation (3) Hosting the ITS World Congress

Positioning: (1) A leading private-sector representative in the promotion of ITS; (2) Neutral with respect to relevant government ministries and agencies

4. Organizations

Members: 244 (OEMs, suppliers, electronics, telecommunications, road infrastructure, organizations, universities, local governments, etc.)

Chairman: Keiji Yamamoto

Chief Officer, Digital Information and Communication Group,
Toyota Motor Corporation
(Chair, Next-Generation Mobility Committee, JAMA)

Board Member Companies and Organizations



MIC Telecommunications Infrastructure Bureau

『Next-Generation ITS Communication in the Era of Automated Driving』
(Issued on June 23, 2026)

MLIT Road Bureau

『Promoting Next-Generation ITS for the Automated Driving Era』
(Issued on July 6, 2026)

Digital Agency

『Mobility Roadmap』
(Issued on July 21, 2026)

『Leading Project for the Early Commercial Deployment of Automated Driving Services』
(Announced on March 6, 2026)



JAMA



Automated Driving Project Team

- Improving safety and facilitating smoother traffic flow through infrastructure collaboration
- Establishing a social trust framework
- Promoting market penetration of technologies
- Developing and communicating an integrated roadmap towards zero road fatalities and freedom of mobility



Collaboration

ITS Japan



ITS Infrastructure Development and Deployment Working Group

- Policy recommendations on ITS-related initiatives to relevant government agencies
- Defining technical requirements and developing standards specifications in collaboration with infrastructure manufacturers and telecommunications companies
- Promoting international collaboration as a leader in the Asia-Pacific region



Sharing

International Standards Organizations and Industry Consortia

Telecommunications standards organizations (e.g. 3GPP, GSMA)
National ITS organizations (e.g. ITS America, ERTICO)



ITS Japan Infrastructure Roadmap

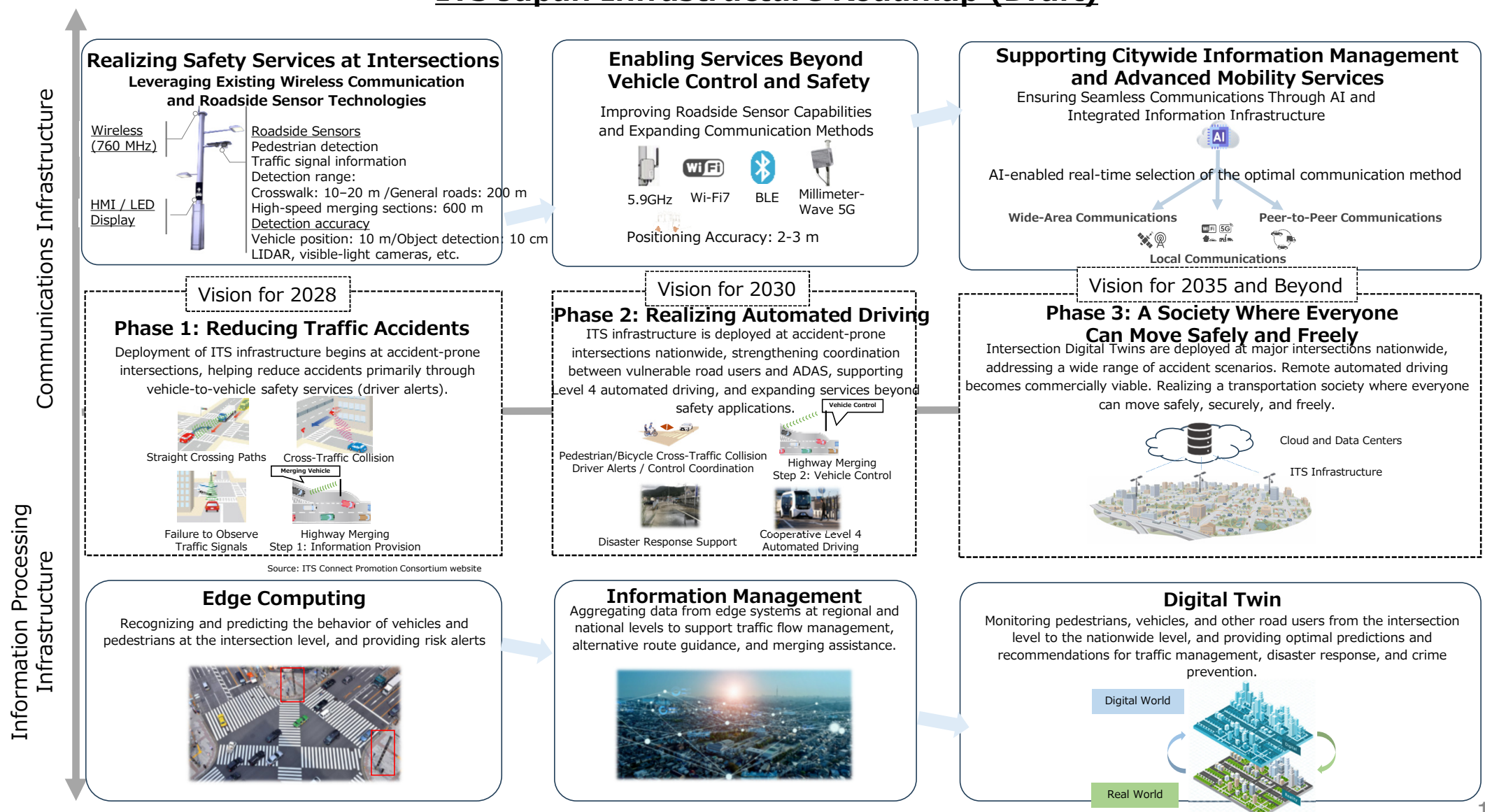


Real-world implementation

Organizations Supporting Real-World Implementation

Diverse industry organizations supporting real-world implementation
Highway Industry Development Organization (HIDO)
ITS Information and Communications Systems Promotion Forum
Association of Radio Industries and Businesses (ARIB)
UTMS Society of Japan Etc.

ITS Japan Infrastructure Roadmap (Draft)



Reference: Glossary

Term	Definition
E2E (End-to-End)	A technology that directly generates driving decisions from input information, enabling end-to-end optimization of the driving process
ADAS (Advanced Driver-Assistance System)	A general term for technologies that assist safe driving, such as collision mitigation braking and lane departure prevention systems
ADS (Automated Driving System)	A system that performs the dynamic driving task on a sustained basis within its operational design domain (ODD)
L2	Partial driving automation in which the system assists steering and acceleration/braking, while the driver remains responsible for monitoring the driving environment
L2++	Advanced driving automation in which the system provides broader driving support, including operation in urban environments, while driver responsibility is retained
L4	High driving automation in which the automated driving system performs all driving tasks within a specific operational design domain (ODD)
DSSAD (Data Storage System for Automated Driving)	A device that records operational data of automated driving systems
ISMR (In-Service Monitoring and Reporting)	Monitoring and reporting activities conducted after vehicles are placed on the market
SMS (Safety Management System)	A systematic framework for managing and continuously improving safety
ODD (Operational Design Domain)	The specific conditions under which an automated driving system is designed to operate
Safety Support Car ("Sapo Car")	A vehicle equipped with advanced safety technologies that assist drivers and help prevent accidents
V2N (Vehicle-to-Network)	Communication between a vehicle and external networks, including cloud-based services, through telecommunications infrastructure
V2X (Vehicle-to-Everything)	A general term for technologies that enable communication and information exchange between vehicles and surrounding entities, including vehicles (V2V), pedestrians (V2P), and infrastructure (V2I)