



JAPAN AUTOMOBILE MANUFACTURERS ASSOCIATION, INC.

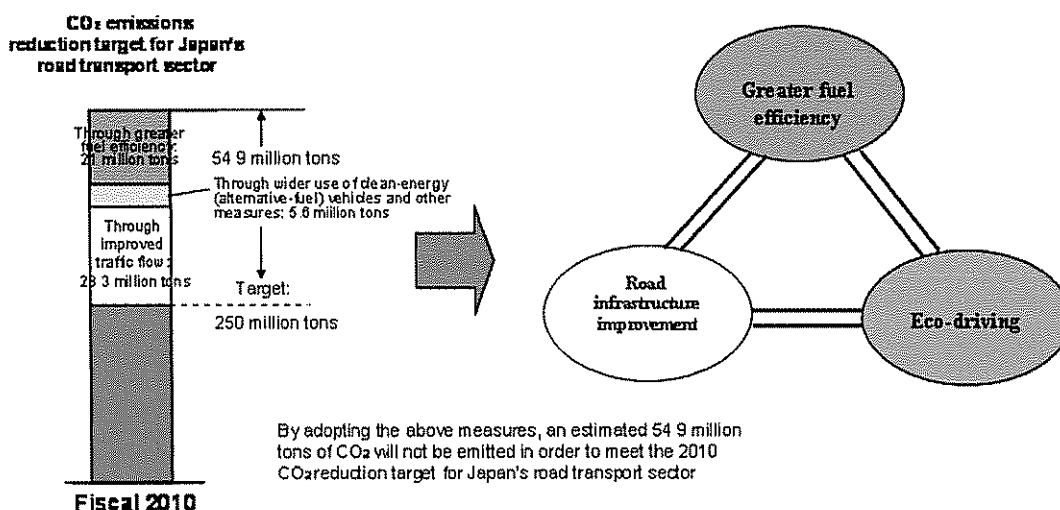
An "integrated approach" to the reduction of CO₂ emissions in Japan

In August 2006 the European Commission published its sixth annual assessment of the voluntary commitments of JAMA, ACEA and KAMA to CO₂ reduction. JAMA has since reaffirmed its determination to reduce CO₂ emissions from new passenger cars to an average of 140g/km by 2009 as per its commitment, but would like to emphasise that further significant CO₂ reductions in the road transport sector cannot be achieved through the efforts of auto manufacturers alone. An integrated approach is required instead, one that takes into account vehicle manufacturers, government, and vehicle users.

In Japan such a strategy has already been factored into the government-established 2010 reduction targets for CO₂ emissions in the domestic road transport sector. It is referred to as the "three-in-one approach" because it comprises the three elements of greater fuel efficiency, smoother traffic flow through road infrastructure improvements, and the adoption of eco-driving (including the use of clean-energy vehicles and better driving practices) by vehicle users.

The diagram below illustrates this three-in-one approach which represents the trilateral efforts of industry, government and automobile users in Japan.

A "three-in-one" approach is required.





Greater fuel efficiency

The Japanese government has targeted a 21 million-ton cut in road transport CO₂ emissions by 2010 through greater automotive fuel efficiency. JAMA member companies are making strenuous efforts to meet this target and have already introduced to the market a wide range of models with improved fuel economy. They are also developing advanced clean-energy (alternative-fuel) vehicles, including hybrids and vehicles that run on natural gas.

The government, meanwhile, is applying a "green tax" scheme of incentives to promote the more widespread use of vehicles with improved fuel economy and clean-energy vehicles (including hybrids).

The 2010 CO₂ reduction target for Japan's road transport sector will be met, JAMA believes, on the basis of the combined efforts of government and the auto manufacturers together with the cooperation of the driving public.

Road infrastructure improvements

The Japanese government is seeking a reduction by 2010 of 28.3 million tons of road transport CO₂ emissions through improved traffic flow. Traffic congestion can be alleviated through road infrastructure improvements, including expansion of the road network. A trial study conducted by the Japan Automobile Research Institute (JARI) has confirmed that improving traffic flow is an effective means of reducing automotive CO₂ emissions.

Eco-driving

Japan's government estimates that 1.3 million tons of CO₂ can be cut by 2010 through the adoption of sound eco-driving practices by motorists.

Driving habits have a significant impact on automotive fuel efficiency. Efforts by drivers to conserve energy will therefore contribute to greater fuel economy and reduced CO₂ emissions. Eco-driving includes such practices as:

- Planning one's itinerary prior to departing so as to avoid unnecessary driving;
- Maintaining correct tyre pressure;
- Driving smoothly (accelerating gently and maintaining a steady speed);
- Avoiding engine idling.

JAMA believes that sound eco-driving habits must be further encouraged by the relevant authorities. For its part, JAMA will continue to develop driver education programmes and implement public awareness campaigns that promote the adoption of eco-driving by vehicle users.



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