



May 27, 2020

Japan Automobile Importers Association (JAIA)

**Till Scheer elected Chairman**  
**of Japan Automobile Importers Association (JAIA)**

On May 27, Till Scheer, President and CEO of Volkswagen Group Japan K.K., has been elected as the new Chairman of JAIA, succeeding Kintaro Ueno, President and CEO of Mercedes-Benz Japan Co. Ltd., at the 55<sup>th</sup> Ordinary General Assembly and the 2<sup>nd</sup> JAIA Board of Directors Meeting of FY 2020.

The term of office for Till Scheer as the new Chairman is defined with two years until the closing of the 57<sup>th</sup> Ordinary General Assembly to be held in May 2022.

**“Message from Till Scheer, New Chairman of JAIA”**

“First of all, I would like to show my respect to Kintaro Ueno, my predecessor, for his great contribution and express my heartfelt gratitude to all those who are cooperating with JAIA.

It is a great honor to assume the responsibility of JAIA Chairman. I will do my best to fulfill the mission of JAIA and to support all the JAIA members during providing many different kinds of attractive automobiles and motorcycles equipped with the world's most advanced technologies to the customers across Japan.

The automotive industry worldwide is presently confronted with problems of unprecedented urgency caused by the spread of COVID-19. This comes in addition to the existing challenges to globally reduce CO2 emissions and to significantly reduce the number of traffic accidents. JAIA is determined to face these challenges, by revitalizing the automobile and motorcycle market, and by contributing to the popularization of electrified vehicles, autonomously driving vehicles and connected vehicles in order to further promote sustainable mobility.

Whilst striving to achieve these goals JAIA will seek further cooperation with the responsible ministries and organizations.”

## **[Till Scheer : Profile]**

Name	Till Scheer	
Date of Birth	January 6, 1966	
Place of Birth	Gernsbach/Baden, Germany	
Professional History	1991	Starts his professional career in the automotive industry in Germany
	May. 2003	Volkswagen Group Italia S.P.A., Verona Director, Brand Volkswagen LCV
	2006	Volkswagen Group Italia S.P.A., Verona Director, Group Dealer Network Planning and Management
	Jun. 2008	Volkswagen Hong Kong Ltd. Managing Director
	Feb. 2012	Bentley Motors China Managing Director of Bentley & Bugatti (China, Hong Kong, Taiwan and Macau)
	Jan. 2014	Volkswagen Group Import Co., Ltd. (China) Managing Director, Volkswagen Import & Bugatti
	since Mar. 2016	President and CEO of Volkswagen Group Japan KK

## **【Reference: Positions at JAIA】**

May, 2016	Director
May, 2018	Vice Chairman
May, 2020	Chairman