

JAIA Imported-brand xEV Event (Osaka): Speech manuscript

Hello, everyone. I am Christian Wiedmann, the Chairman of the Japan Automobile Importers Association, or JAIA.

<Interpretation>

Thank you very much for visiting this “Imported-brand xEV Promotion Event in Osaka”, organized by JAIA, despite your busy schedule. I would also like to express our appreciation to the Ministry of Economy, Trade and Industry, the Ministry of Land, Infrastructure, Transport and Tourism, the Ministry of the Environment, the Osaka Prefecture and the Osaka City for providing support for this event.

<Interpretation>

Now, in an attempt to promote the spread of imported-brand xEVs, since last year, JAIA has been organizing various events for the purpose of increasing the public awareness of xEV models. In fiscal year 2021, we held the event in Tokyo, and this year, it is held in Osaka, for the first time, in the Kansai region where the share of imported-brand vehicles is high at over 10 percent.

<Interpretation>

As the highlight of this event, in addition to electrified four-wheelers, you will be able to see broader lineup of fuel-cell electric vehicles, battery electric busses and other commercial vehicles and electric motorcycles. As described in the materials you have, for 4-wheelers, 12 brands of 9 companies participate in this event, and for 2-wheelers, 5 brands of 3 companies. Furthermore, on behalf of JAIA, Vice Chairman Pontus Häggström is here with us today.

<Interpretation>

Looking at recent moves of the market, JAIA members' lineups of xEV 4-wheelers has tripled in a short period of time; from 20 models of 10 brands, as of October 2020 to 62 models of 14 brands as of today, and the member companies are actively launching their models in the Japanese market.

<Interpretation>

As a result, sales of battery electric vehicles (BEV) and plug-in hybrid electric vehicles (PHEV) increased sharply, and for BEVs in particular, sales in entire 2021 steadily increased by about 2.7 fold from the previous year to 8,610 units. Combined with PHEV, they now make up 5.3 percent of the overall imported-brand vehicles. In particular, for the passenger BEV segment, the share of imported-brand vehicles grew rapidly, from 19 percent in 2020 to 40.6 percent in 2021.

<Interpretation>

This is attributable to the grants of more subsidies for the purchase of xEVs and charging facilities by the central and local governments in response to JAIA's requests, in addition to the upgraded lineups of the JAIA members in line with the needs of customers. I would like to express our deep appreciation to the officials of METI and other ministries, officials of Osaka Prefecture and other local governments, and I'd like to ask for their continued support.

<Interpretation>

Also, when we turn our eyes to the world, in Germany, as a result of the increase in vehicle purchase subsidies and the expansion of the charging infrastructure and xEV lineups, the share of BEVs and PHEVs to the overall new passenger car sales, which was about 14% in 2020, is steadily increasing to about 26% in 2021. In the United States, the Biden administration has set a goal of installing 500,000 chargers by 2030, set up a subsidy program for the installation of chargers, and is investing a large budget.

In Japan as well, I mentioned earlier that the lineups of xEVs have expanded thanks to the expansion of subsidies by the government and the efforts of the JAIA member companies. Moreover, the members are not only expanding the lineups, but also expanding them to higher quality with longer range and improved charging

performance. In addition, the installation of fast chargers at dealerships is progressing, and the charging conditions for users are rapidly improving. I believe that the market share of xEVs will continue to grow in Japan.

Meanwhile, the same is true in Europe and the United States, but in Japan, particularly in city centers, there still remain challenges to meet for further spread of xEV models, such as the lack of charging infrastructure in apartment houses.

Also, there are challenges to be solved to improve the charging performance such as shortening the charging time. To address these challenges, JAIA has launched the EV Technology Task Force. While grasping user needs, we will exchange opinions with the other organizations concerned and continue to study in cooperation with the parties. We would like this event to be an opportunity to share solutions with everyone attending today to the challenges we are currently facing, in addition to seeing and recognizing imported-brand xEVs.

<Interpretation>

From such a point of view, as cross-industrial collaborations, as you can see in the materials in hand, 8 companies related to charging business are taking part in this event. Later we will hear messages of a representative of Kansai Electric Power Company that is conducting various field operational tests for BEVs.

<Interpretation>

As another challenge to meet urgently, there is a shortage of car mechanics. Moreover, it is a must for us to train mechanics to be able to handle new technologies that emerge due to further spread of xEV models. To that end, we invited, to this event, officials of the car mechanic technical colleges in the Kansai region, as introduced earlier, to let people find out more of the attractiveness of imported-brand vehicles. We also invited reps of German Chamber of Commerce and Industry in Japan that is developing and studying a mechatronics training program, and their exclusive booth is available for those who are interested in the details of the program.

<Interpretation>

Also for carbon neutrality, JAIA is actively making efforts related to SDGs – such as serving as a platform for the promotion of vehicle electrification. From such perspective, we also invited the Japan Association for the 2025 World Exposition that is organizing the Osaka, Kansai Expo slated to be held in 2025. A representative of the Association will also make a speech later.

<Interpretation>

In closing, I would like to thank you again for attending this event. The JAIA members are determined to continue contributing to the spread of xEVs in the matured market of Japan for the realization of carbon neutrality by bringing broad-ranging models from the world and providing Japanese customers with diversified options. I would like all of you to feel the attractiveness and values of the various lineups of imported-brand xEV models at this event and widely disseminate them to the customers in the Kansai region as well as all over Japan.

<Interpretation>

I would like to close this organizer's address by asking you to continue supporting JAIA and its member importers. Thank you very much for your kind attention.

<Interpretation>

Address by Counselor Shimizu, Automobile Division, Ministry of Economy, Trade and Industry

I am Shimizu, Counselor at the Automobile Division of the Ministry of Economy, Trade and Industry. I would like to express my congratulations on the grand opening of the Japan Automobile Importers Association's promotional event for imported xEVs, which was held for the first time in Osaka.

As you know, in the Green Growth Strategy formulated in June 2018, Japan has set the government policy of "realizing carbon neutrality by 2050" and "going for 100% electrification of all vehicles by 2035".

Various technologies are currently competing for the achievement of carbon neutrality, and our basic policy is to move toward carbon neutrality while expanding our options, including batteries, hydrogen, and decarbonization of fuels.

Driving a BEV or PHEV is one of the options, and for their spread, we believe that it is important to facilitate the construction of an electrified society. We are also implementing budgetary measures centered on supporting the purchase of xEVs and developing charging infrastructure, and are vigorously promoting policies on a scale of the highest level in the world.

The spread of xEVs and the development of charging infrastructure are like a so-called chicken and egg relationship, and we believe that it is necessary to overcome three main issues for a full-fledged electrification of society.

First of all, for electrified vehicles to spread, it is important to give consumers more options. Under such circumstances, we are grateful for the JAIA member companies introducing various models and providing Japanese consumers with a wide range of choices.

The second issue is how to raise awareness among consumers. When switching from a gasoline-powered vehicle that people are accustomed to, there are voices of concern about the charging infrastructure and/or use in the summer or winter. We believe that it is important for people to feel closer to and know about xEVs through events like this one. I would like to express my gratitude to you for holding such a grand event for the spread and expansion of electrified vehicles.

The third point is charging infrastructure. We believe that it is necessary to create a society that appropriately combines fast charging and ordinary charging. I think that it is a great initiative to hold today's event jointly with eight companies related to charging infrastructure.

We have been exchanging views with JAIA for some time, and we have been working to improve the budget and schemes based on the requests we have received. Even now, you are working on such issues as the shortage of auto mechanics and charging infrastructure for apartment houses, and I feel reassured by your efforts. We would like to continue exchanging views and working together to raise the level of Japan's electrified society.

Last but not least, I would like to conclude my address by wishing for the success of this event and for the further development of everyone who is participating. Thank you very much.

Thursday, June 30, 2022

JAIA Imported-brand xEV Promotion Event in Osaka

Address by guest: Director Mashita

I am Mashita of the Type Approval Test and Recall Division of the Land Transport Bureau of the Ministry of Land, Infrastructure, Transport and Tourism.

I would like to congratulate that the "JAIA Imported-brand xEV Promotion Event in Osaka" is successfully held today. First of all, I would like to take this opportunity to thank Chairman Wiedmann and all the members of the Japan Automobile Importers Association for their continued understanding and cooperation for the MLIT.

I think that you are currently struggling due to the effects of the prolonged corona pandemic and the shortage of semiconductors.

Even in such a situation, I would like to thank all of you for continuing to take on various challenges, such as the realization of carbon neutrality.

As you know, the global movement toward vehicle electrification is accelerating. Japan has also set goals of reducing greenhouse gases by 46% in 2030 and achieving carbon neutrality in 2050.

It is essential to promote low-carbonization and decarbonization of the transportation sector, which accounts for about 20% of Japan's CO2 emissions, and in particular, the motor vehicle sector, which accounts for most of it.

MLIT is working on various measures to secure the optimal approach toward carbon neutrality while listening to the views and requests of the industries concerned and cooperating with the other ministries concerned.

Specifically, in order to spread vehicles with excellent environmental performance, we are

promoting policy tax measures such as the eco-car tax incentives and subsidies for the introduction of fuel cell electric taxis, battery electric buses, taxis, or trucks, hybrid electric buses or trucks and the like.

In addition, Japan also participated in the lively discussions at the United Nations WP29 on the electricity cost performance test of battery electric passenger cars, etc, and in 2020, globally-harmonized regulations were established, allowing mutual recognition of type approvals of motor vehicles.

I think this event will also enhance the momentum of carbon neutrality and greatly contribute to the promotion of the spread of EVs.

We would like to continue to cooperate with your association to promote the spread of eco-friendly cars. Thank you for your cooperation.

Also, although the topic changes a little,
(as Chairman Wiedmann mentioned earlier)

The shortage of auto mechanics remains in a serious situation.

MLIT will work to resolve the problem by increasing productivity through the streamlining of the method of inspection items and by highlighting the importance of the roles of mechanics.

In addition, we launched a new WG. A JAIA rep serves as its member. The WG will study ways to retain car mechanics in the workplace, and draw a certain conclusion by the end of the fiscal year.

Last but not least, I would like to once again pay tribute to the members of the Japan Automobile Importers Association, and wish that this event will be successfully closed. Thank you for your attention.

Address by Director Fukushima, Planning and Steering Committee

- I am Fukushima, Director of the Environmental Measures Division and the Regional Decarbonization and Creation Office of the Kinki Regional Environment Office of the Ministry of the Environment.
- Thank you for your understanding and cooperation for the Ministry of the Environment. I would like to take this opportunity to thank you.
- I am delighted that the "Imported-brand xEV Promotion Event" organized by the Japan Automobile Importers Association is held today.
- By the way, as many of you may already know, in October 2020, Japan declared to realize a carbon-neutral, carbon-free society in 2050, by reducing greenhouse gas emissions as a whole to zero by 2050.
- In April 2021, as an ambitious goal consistent with the 2050 carbon neutrality, the government aims to reduce greenhouse gas emissions by 46% from 2013 levels in 2030, further taking on the challenge of cutting GHG 50%.
- In order to achieve such goals, efforts through collaboration and co-creation between the national and local governments are indispensable. Aiming to realize regional decarbonization that contributes to regional revitalization that improves the attractiveness and quality of the region, where the region plays a leading role, the "Regional Decarbonization Roadmap" was formulated in June 2021.
- Even here in Kinki, in addition to the efforts of the regional circulation symbiotic zone so far, the "Regional Circulation Symbiotic Area / Decarbonization Promotion Group" was established at the Kinki Regional Environment Office in April, to strengthen the regional support system that aims to realize a carbon-neutral society in 2050 at the same time. As the first director of the Decarbonization and Creation Office, I am also promoting carbon-neutral efforts centered on the Kinki region, including Osaka.
- In terms of the relationship between mobility and carbon neutrality, as the greenhouse gas emissions from the transportation sector account for slightly less than 20% of the total emissions, we must think about the efforts that are effective for each sector.

- In this regard, the Ministry of the Environment is working to spread "zero carbon driving" that utilizes renewable energy power such as solar in combination with xEV such as BEV. And, with regard to decarbonization of traveling by car such as eco-driving, and moves of the people and goods by car in the region, MOE will continue making efforts so that xEVs will be the first choice.

- Today, in Part 2, there is an exhibition of the latest electrified cars and electric motorcycles, and we can see it. I am personally very much looking forward to it. From the perspective of the spread of xEVs, I would like to touch and feel the appeal of electric mobility with my own eyes, and convey it to all the parties concerned, including the community.

- In conclusion, I would like to express my deepest respect for the efforts of all those involved who have been preparing for this event. I pray for the success of this event and the good health of all the participants. Thank you for your attention.

I'm Kanamori, Director of Environmental Policy, Department of Environment, Agriculture, Forestry and Fisheries, Osaka Prefectural Government.

I would like to say a few words at the opening of today's "Imported-brand xEV Promotion Event in Osaka".

I would like to express my gratitude to the Japan Automobile Importers Association for holding such a grand xEV promotional event here in Osaka.

In our regional anti-GHG plan, we, Osaka Prefecture, have set a goal of making 90% of new passenger cars sold in Osaka xEVs and 40% zero-emission cars in 2030. However, at present, sales of zero-emission vehicles are only about 1%.

For this reason, this year, we revised the Osaka Prefectural Ordinance on Climate Change Measures and established a system for car dealers to work on the spread of electrified vehicles.

Also, as Chairman Wiedmann mentioned earlier, in urban parts of Osaka, we face an issue of installing charging facilities in apartment houses. First of all, in order to further increase the number of charging stations that can be used in public, which are currently about 800, we will provide subsidies for the installation of charging facilities in shopping malls that are used by many people.

Furthermore, in November last year, we established the "Osaka Electrified Vehicle Collaborative Support Net" to expand the horizontal collaboration of public-private efforts. We are also planning to hold a test drive event for citizens.

Needless to say, the overwhelming majority of passenger cars are purchased and used by the private sector, not by the government, so xEVs must be chosen by the citizens and companies of Osaka.

Earlier, I took a peek at the exhibition hall. All are great cars and truly spectacular. They were so attractive that I was thinking, "I definitely want to ride them!"

Osaka Prefecture will continue to collaborate and cooperate with various entities to advance initiatives to promote the spread of xEVs.

Sustainable, beautiful and stylish xEVs like the ones in the exhibition hall running around every corner of the city of Osaka – We would like to work with you to realize such an exciting society.

Once again, I would like to ask all of you who are here today for your understanding and support. This concludes my address. Thank you very much for your attention.

Address

Thank you for inviting us to the "Imported-brand xEV Promotion Event in Osaka" organized by the Japan Automobile Importers Association today.

I am Mori of the Japan Association for the 2025 World Exposition.

We are delighted that the "Imported xEV Promotion Event" is held here in Osaka. Congratulations.

At the venue, attractive cars and motorcycles equipped with the world's most advanced technology are on display. Nowadays, while the momentum for achieving carbon neutrality is increasing all over the world, and the business environment is changing drastically for the automobile industry, with an eye on the affluent life of humankind and the sustainable development of society and the earth, I would like to express our deepest respect for your efforts day and night toward the further development of the automobile and motorcycle markets, including the spread of xEVs.

Three years later, at the "Osaka-Kansai Expo" to be held here in Osaka, the theme is set as "Designing Future Society for Our Lives" and subthemes: "Saving Lives", "Empowering Lives", and "Connecting Lives". And the concept is "A laboratory for a future society".

More than 150 countries and 25 international organizations from all over the world are set to participate in the "Osaka-Kansai Expo" as official participants. Each country will build an attractive pavilion to realize the theme, provided that one or more of the sub-themes of the Expo and the 17 goals of the SDGs, which are the common goals of the world, are taken up.

In addition, at the Expo site in general, demonstration of next-generation technologies and social systems that make us feel the future beyond 2025, and the "Future Social Work Showcase Project" with the implementation of advanced technologies and social systems suitable for the 2025 Expo in mind will be carried out.

Among them, the "smart mobility" Expo and the "green" Expo are one of the major features of the "Osaka-Kansai Expo".

[Smart Mobility Expo]

- Venue access bus
- Inside/outside tram at the venue
- Personal mobility in the venue
- Practical use of flying cars, etc.

Through these, we will attempt to realize a smart mobility society.

By introducing next-generation mobility such as BEVs and FCEVs to various types of mobility at the Expo, we will depict the future society in which carbon neutrality is realized.

In addition, by introducing systems such as MaaS and TDM (Traffic Demand Management) that provide safe and comfortable traveling according to the conditions of roads and venues, we are considering aiming to realize an Expo that considers people and the environment from the aspect of traffic.

[Green Expo]

- We will work on the "four zero goals" of zero carbon, zero waste, zero food loss, and zero fashion loss.

While we will work to achieve the "four zero goals" at every opportunity, such as energy supply, venue maintenance, operation, and working with visitors, from the perspective of zero carbon at this Green Expo, we have great expectations for the development of the xEV market.

We hope that we will work together with everyone who loves cars and motorcycles, those who are engaged in the automobile industry, and the members of the Japan Automobile Importers Association toward the success of the "Osaka-Kansai Expo".

To conclude, I would like to extend my greetings to the Japan Automobile Importers Association and its members for their continued health and development.

Congratulations, today and thank you for your attention.

FY 2022 JAIA Imported-brand xEV Promotion Event: Address

- My name is Kodama from Kansai Electric Power Company. Congratulations on this being the first imported xEV event in the Kansai area. Also, thank you for inviting me.
- I would like to introduce our approach to mobility, in addition to a greeting.
- We have formulated e-mobility vision, zero carbon vision 2050, and zero carbon roadmap for the realization of a zero carbon society.
- In addition to our efforts to decarbonize the energy business, we will also support the decarbonization of customers who use energy, and the decarbonization of customers in the transportation sector, that is, the electrification of mobility. The visions and roadmap show that we will work on it.
- To achieve this, we established a dedicated organization called the e-mobility business group in June 2020, and are working to electrify all types of mobility on land, sea, and air.
- As specific services, we are rolling out the "EV, charger/discharger leasing service" and the "EV bus package service" for companies and local governments nationwide, and in addition to BEVs and chargers, we propose an "energy management system" that automatically controls the amount and time of charging, in a packager including construction.
- Now, while we are currently asking people to save electricity, I apologize for any inconvenience caused by the instability of electricity supply and demand. Assuming future power supply and demand, while renewable energy power supply increases, with the problem of the duck curve where the sharp decrease in solar output in the evening and the peak of demand overlap, and the problem of increased suppression of renewable energy power generation under light load conditions, it is necessary to cope with the charging of EVs after the rapid spread of EVs. A challenge of how to optimize such power is envisioned.
- In response to these power supply and demand issues, We intend to contribute to the solution by the energy management system that optimizes power supply and demand for the entire community and town, VPP that utilizes EV as a resource for power supply and demand adjustment and/or a wireless charging system while driving that allows you to charge an EV while driving during the daytime when there is a surplus of renewable energy.
- In addition, Enegate, our group company, is also participating today. Enegate is proposing a system for customer authentication and billing for charging service and infrastructure development such as installation of fast chargers in shopping malls.
- In order to realize a mobility society, we believe that cooperation with the governments visiting today and the companies that are leading the way in the spread of xEVs overseas is indispensable.

- We would like to take this event as an opportunity to deepen our relationships with you and build new partnerships. Thank you for your continued support.