Inside Japan: Understanding the Current and Future Japanese Domestic and Global Automotive Industry

“Focus on the Future”
UM Automotive Research Conferences

WELCOME!

Presentations available at:
www.umtri.umich.edu/aad

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Automotive Analysis
University of Michigan
Transportation Research Institute

Affiliate Program
- Supporting Members
- Research Partners

Funding

Research
- Globalization
- Powertrains
- IT

Conferences
- 5 Annual Conferences
Automotive Analysis
University of Michigan
Transportation Research Institute

Affiliates Members and Research Partners

**IT Organizations**
- Oracle Corporation
- IBM
- HP
- Siemens-PLM

**OEMs**
- General Motors
- Toyota Tech Center
- Nissan Tech Center
- Ford Motor Company
- Chrysler LLC

**Government/NGOs**
- NREL / EPA
- NSF
- Motor Carrier
- Energy Foundation
- The Hewlett Foundation
- National Resources Defense Council
- Union of Concerned Scientists
- CALSTART
# Affiliates, Members, and Research Partners

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Automotive Analysis
University of Michigan
Transportation Research Institute
Upcoming UMTRI-AA Conferences

- **July 24, 2013 (Wednesday):** *Powertrain Strategies for the 21st Century.* Our 5th annual conference that provides insight into how manufacturers and suppliers are managing their resources to meet the needs of consumer needs and government requirements.

- **September 11, 2013 (Wednesday):** *The Business of IT: Transforming the Organization and the Vehicle.* Our 5th annual conference on how IT innovation is changing the auto industry. The first half of the conference will focus on how IT is change automotive organizations, and the second half will focus on IT’s effect on the vehicle.
Upcoming UMTRI-AA Conferences

- November 13, 2013 (Wednesday): *Inside China: Understanding the Current and Future Chinese Automotive Industry.* Our 6th annual conference that brings to the audience the knowledge of people who truly know the Chinese auto industry.

- February 12, 2014 (Wednesday): *Automotive Safety: How Will Connected and Autonomous Vehicles Affect Automotive Safety?* This conference is a follow-up to our 2011 Automotive Safety conference. Since that time, there has been major technological progress in the areas of connected and autonomous vehicles. This conference will review what has happened to date, and what experts see for the next 5-10 years.
Panelists (AM Session)

- **Daniel Heller**, Associate Professor, Department of Business Administration and Graduate School of International Social Science, Yokohama University

- **Tsuneki Matsuo**, Director, Ministry of Land, Infrastructure, Transport, and Tourism

- **Michael Smitka**, Professor of Economics, Washington and Lee University
Panelists (PM Session)

- Philippe Byosiere, Professor, Doshisha Business School
- Tetsushi Fujimoto, Professor, Institute for Technology, Enterprise, and Competitiveness (ITEC), Doshisha University Graduate School of Management and Policy
- Hideki Tanaka, Post Doctoral Fellow at ITEC at Doshisha University
Morning Schedule

• 9am
  – Bruce Belzowski
  – Daniel Heller (Q&A)
  – Tsuneki Matsuo (Q&A)

• 10:45am-11:00am Break

• 11:00am
  – Mike Smitka (Q&A)

• Noon-1:30pm Lunch
Afternoon Schedule

- 1:30pm
  - Philippe Byosiere
  - Tetsushi Fujimoto / Hideki Tanaka

- 2:30pm-2:40pm Break
- 2:40pm-3:15pm Q&A
- 3:15pm Adjourn
Conference Questions

- How do the Japanese view production / manufacturing engineering?
- How does production / manufacturing engineering in Japan differ from the EU and US?
- How have Japanese emissions regulations changed over time?
Conference Questions

• What are the short and long term fuel economy and emission goals established by the Japanese government?

• How have emission and fuel economy regulations affected the types of vehicles make up the Japanese fleet? How do their vehicle segments compare to US segments?

• What incentives does the Japanese government use to support fuel economy?
Conference Questions

• How does “Abenomics” compare to previous economic philosophies in Japan?
• How are Japanese demographics affecting Japan’s economy currently and in the future?
• How does Japan’s exchange rate affect its manufacturers and suppliers?
• How well are the auto manufacturers and suppliers globalizing?
Conference Questions

• How are Japanese dealers organized, and how are they affected by economic decisions?

• What are some of the unique characteristics of Japanese management practices? Are these changing?

• Are there uniquely Japanese practices that support or hinder innovation?
Conference Questions

• What type of unionization supports engineers in auto companies?

• How has the reduction of overtime in the auto industry affected engineers and managers?

• How does a balanced work life affect creativity and motivation for Japanese R&D workers?
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