

Aichi Int'l Business Newsletter

— Business and Economic Close-Up on Aichi and the Greater Nagoya Region —

Toyota Investment; Tesla and Nummi



©California State Government
Governor Schwarzenegger, Akio Toyoda, Elon Musk

Toyota Motor Corporation, headquartered in Aichi, Japan, agreed to purchase 50 million dollars worth of Tesla's common stock from Tesla's initial public offering. This is part of a recently announced collaboration with Tesla on electric vehicles, parts, production system, and engineering support. This collaboration also includes an electric version of the Toyota Rav4 crossover for 2012.

Akio Toyoda of Toyota, Elon Musk of Tesla along with California Gov. Arnold Schwarzenegger announced the plan at Tesla's Palo Alto, Calif., headquarters in June. Akio Toyoda said "Toyota is determined to enhance its environmental technology and to further participate in the development of new and emerging industries such as those involving electric vehicles and smart grid technologies." This is also great news for the state of California because the collaboration will involve reopening the NUMMI site in Fremont California. Originally a joint venture between Toyota and GM, NUMMI was closed in April. Reopening the plant will help bring back 1,000 jobs, according to Schwarzenegger.



The Tesla Model S at the Detroit Auto Show
<http://pressroom.toyota.com/pr/tms/toyota/tesla-motors-and-toyota-motor-163915.aspx>

MRJ Farnborough International Airshow

Mitsubishi Aircraft Corporation, based in Aichi, has been displaying a highly realistic cabin mock-up at the biannual Farnborough Airshow in England. Mitsubishi's cabin mock-up is inside its chalet at the show, and adjoins a theatre where a 'walk-through' computer-animated film is shown.

This is a rare opportunity for the media and potential buyers to get a life-sized view of the MRJ. Mitsubishi explained the new overhead bin designs which allow all passengers to bring on board the maximum allowable roller-bag. Meanwhile all-LED lighting combines with quality materials to create a comfortable and functional cabin.

Nippon Sharyo's Ongoing Promotion of Shinkansen Technology



Nippon Sharyo USA President, Yasuhiko Mochizuki, Presenting in Chicago

Nippon Sharyo part of Central Japan Railway (JRC), based in Aichi, has started in earnest efforts to sell Shinkansen systems internationally, focusing on the United States.

Nippon Sharyo is focusing on sales of the high-speed rail system built for the N700-I. The N700-I, "I" stands for International, is a modified version of the N700 bullet train currently used in Japan. Nippon Sharyo USA was founded in 1982 and has its head quarters in Arlington Heights, Illinois. Since establishment, Nippon Sharyo has manufactured nearly 900 cars in the US.

<http://www.japantransport.com/seminar/2010/05/201006.php>

Conference to Accelerate the Adoption of Charging Stations for Electric Vehicles and Plug in Electric Vehicles

A consortium lead by the Central Japan Ministry of Economy, Trade and Industry,

including Aichi, Gifu, Mie, Ishikawa, Toyama Prefectures, Nagoya, Toyama and Toyota City will coordinate their efforts to accelerate the spread of EV (electric vehicle), PHV (Plug-in hybrid vehicle) in the Central Japan area. In May representatives gathered in Nagoya City to decide a road map for building EV and PHV infrastructure in these areas. Infrastructure such as normal charging stations, fast chargers, and smart technology is essential for encouraging adoption by the public.

Also the consortium will organize an ongoing series of conferences to join the private sector and interest groups. The first general meeting was held on July 15 and was attended by 105 organizations ranging from telecommunications, convenience stores, trading companies, and electronics manufactures, etc.

http://www.chubu.meti.go.jp/sie/pdf/220514sai_sei_ene.pdf
(In Japanese)

Public Hands-On of the Toyota Winglet



©Toyota Motor Company

These are the newest gadgets out of Toyota's Robotic Program. Toyota envisions uses ranging from security in public places to speedy inter-office transportation for on-the-go employees. Its small profile also gives it a chance for gaining approval for sidewalk use making it the wave of the future for urban transportation. The exhibition will be held at the Toyota Showroom in Midland Square in Nagoya through August 15th.

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