



VISION 2035

Summary



Vision 2035: A Profile of the Future

By fostering **co-creation** with the government, other industries, startups, and the younger generations who will lead the future, the Japanese automobile industry will work to bring this vision to reality.



Promoting Carbon Neutrality through a Multi-Pathway Approach

Mobility-Supporting Infrastructural Development

Providing the requisite physical infrastructure for various types of clean-energy and electrified vehicles enables the widespread adoption of diverse mobility options.

Resilient Supply Chains and the Creation of a Circular Economy

A stable procurement system for critical resources, raw materials and components, along with a circular system for battery-related resources, will reinforce Japan's manufacturing foundation.

Automobiles will integrate into a broader mobility framework, with mobility becoming a factor that **enriches people's lives** and **provides exciting user experiences**, through advances based on co-creation.

This transformation will contribute to the **sustainability** of the global environment and local communities while **maintaining and strengthening Japan's industrial competitiveness**.

Creating New Value through Digital Technology

Solving Societal Issues

Diversified mobility supports transportation and logistics infrastructure essential for sustainable regional development.

Evolution of the User Experience

The proliferation of software-defined vehicles (SDVs) will enhance the user experience and contribute to economic revitalization.

Pathways to the Future (Overview)

Together with the 5.5 million people employed in the automobile and auto-related industries, JAMA and its member companies will work to advance ongoing initiatives. As new challenges arise in an expanded framework beyond our industry, we aim to make the vision for 2035 a reality, through collaboration and partnerships with the government, other industries, and startups.

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Government



- Policy formulation and leadership in various strategies, plans, and medium- to long-term roadmaps
- Timely and necessary rule-making, including legal frameworks and systems design

- Various forms of support such as incentives, investment, and research & development assistance
- Trade policies and international standardization efforts to foster a free and fair environment and respond to globalization

Mobility Industry

Other Industries



- Establishment of clean-energy supply infrastructure and mobility systems
- Utilization of mobility in energy management (e.g., V2X)
- Diversification of resource procurement and processing
- Development of digital infrastructure and promotion of cross-industry data collaboration (e.g., auto parts traceability)
- Creation of circular systems that transcend industry boundaries

Automobile Industry



- Development and supply of a wide range of mobility options and powertrains
- Enhancement of charging and refuelling infrastructure
- Expansion of areas of cooperation among automakers for key components (e.g., standardization of battery and semiconductor specifications)

- Development of essential technologies for automated driving
- Development of digital infrastructure and promotion of cross-industry data collaboration (automated driving and logistics optimization)
- Acceleration of co-creation and collaboration with various industries to drive business innovation through digital technology

- Provision of automated driving services and vehicles
- Development of infrastructure-coordinated systems
- SDV adaptation for a diversified range of vehicles
- Standardization and unification of key technologies and systems (vehicle API, vehicle OS, etc.)

JAMA's Seven Challenges for the Automotive Industry

In 2023 JAMA identified seven issues that the automotive industry should focus on. JAMA vice-chairs are leading various working groups to address them.

