



Scene from previous show

**Unrivalled platform to meet OEMs & Tier 1s from Japan & Asia!**

Held inside **AUTOMOTIVE WORLD 2015**

# CAR-ELE JAPAN

**7th Int'l Automotive Electronics Technology Expo** 

**Dates: January 14<sup>(Wed)</sup> – 16<sup>(Fri)</sup>, 2015**

**Venue: Tokyo Big Sight, Japan**

**Organised by: Reed Exhibitions Japan Ltd.**

**Supported by:** 

**Concurrent Shows:**

**EV JAPAN – 6th EV & HEV Drive System Technology Expo  
3rd Connected Car JAPAN**

**5th Automotive Weight Reduction Expo  
1st Automotive Components Processing Technology Expo**

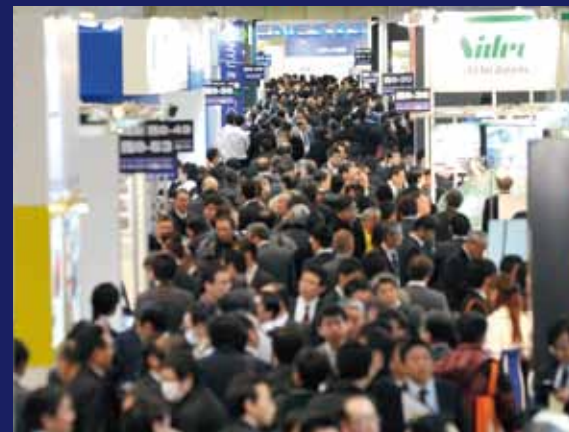


# The Best Exhibition to Meet OE Ms & Tier 1s from Japan & Asia

► The Previous Show Report of AUTOMOTIVE WORLD\*

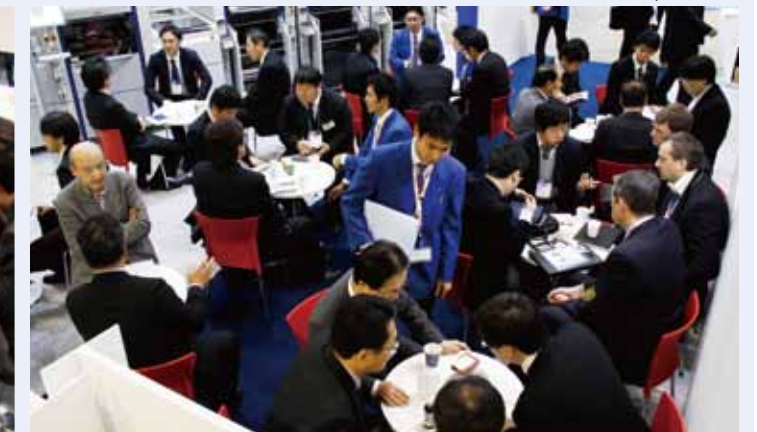
\*AUTOMOTIVE WORLD is a combination of automotive technology exhibitions including CAR-ELE JAPAN.

## 18,469 professional visitors attended in 2014



## Average sales outcome of exhibitors in 2014 is USD 900,000

(Calculated from exhibitors' questionnaire)



## A record 432 exhibitors gathered in 2014 (Exhibit space was sold out in 2014)

### List of exhibitors in 2014

- |  |  |  |   |   |  |  |
|--|--|--|---|---|--|--|
| <ul style="list-style-type: none"> <li>• 3D INC.</li> <li>• SCHILLES CORP</li> <li>• ACTIVE CO., LTD.</li> <li>• ADLEE POWERTRONIC CO., LTD.</li> <li>• ADD AGENT CORP</li> <li>• ADWELDS CORP</li> <li>• ADMET INDUSTRIAL CO., LTD.</li> <li>• AISEN TECHNOLOGY CO., LTD.</li> <li>• AKANE CO., LTD.</li> <li>• AKATSUKI CO., LTD.</li> <li>• AKEYAMA MFG. CO., LTD.</li> <li>• ALTAIR ENGINEERING INC.</li> <li>• ALTECH CO., LTD.</li> <li>• ALTIMA CORP</li> <li>• AM, JAPAN CO., LTD.</li> <li>• AMEFREC CO., LTD.</li> <li>• AMS JAPAN CO., LTD.</li> <li>• ANRITSU CORP</li> <li>• AP&amp;T K.K.</li> <li>• APIC YAMADA CORP</li> <li>• APOLLO ELECTRIC CO., LTD.</li> <li>• AR RF/MICROWAVE INSTRUMENTATION</li> <li>• ARCELORMITTAL JAPAN</li> <li>• ASANO CO., LTD.</li> <li>• ASPECTS INC.</li> <li>• ASTEC CO., LTD.</li> <li>• ASTER CO., LTD.</li> <li>• ASTI CORP</li> <li>• AUTODIAPS TECH CO., LTD.</li> <li>• AUTONICS CO., LTD.</li> <li>• BALATONPLAST LTD.</li> <li>• BSTEC CO., LTD.</li> <li>• BNL JAPAN</li> <li>• BOSCH CORP</li> <li>• BREYER GMBH MASCHINENFABRIK</li> <li>• BURSTER GMBH</li> <li>• BUSINESS WIRE JAPAN</li> <li>• CAE SOLUTIONS CORPORATION</li> <li>• CAN CORPORATION</li> <li>• CANON ELECTRONICS INC.</li> <li>• CARLIMO INC.</li> <li>• CD-ADAPCO CO., LTD.</li> <li>• CELLCONTROL</li> <li>• CENTURY INNOVATION CORP.</li> <li>• CHALLENGE CO., LTD.</li> <li>• CHIBASEIRA CO., LTD.</li> <li>• CHUNGCHONGNAM-DO ECONOMIC PROMOTIONS AGENCY</li> <li>• CHUO PRECISION INDUSTRIAL CO., LTD.</li> <li>• CIMBWORKS INC.</li> <li>• CMET INC.</li> <li>• CMK CORP</li> <li>• COLINES S.P.A.</li> <li>• CORETEC INC.</li> </ul> | <ul style="list-style-type: none"> <li>• COSMO INSTRUMENTS CO., LTD.</li> <li>• COSMOS CORPORATION</li> <li>• CREATE ELECTRONIC OPTICAL CO., LTD.</li> <li>• CYBERNET SYSTEMS CO., LTD.</li> <li>• D&amp;V ELECTRONICS LTD.</li> <li>• DAIDO KOGYO CO., LTD.</li> <li>• DAICHIKAIJI CO., LTD.</li> <li>• DAICHISEIKO CO., LTD.</li> <li>• DATO COMMUNICATION APPARATUS CO., LTD.</li> <li>• DANA JAPAN LTD.</li> <li>• DASSAULT SYSTEMS K.K.</li> <li>• DATAPAO LTD.</li> <li>• DEARBORN GROUP TECHNOLOGY</li> <li>• DENSHUJIKI INDUSTRY CO., LTD.</li> <li>• DENSO EMC ENGINEERING SERVICE CORPORATION</li> <li>• DIRECT SENI BOU CO., LTD.</li> <li>• DJ-SORIC GMBH</li> <li>• DJK CORP</li> <li>• DONGWON TECHNOLOGY CO., LTD.</li> <li>• DREW TECHNOLOGIES INC.</li> <li>• DTS CORP</li> <li>• DUOWIN INC.</li> <li>• DYNACAST (SINGAPORE) PTE. LTD.</li> <li>• DYNACOMWARE CORP</li> <li>• DYNATECH INC.</li> <li>• E&amp;E / BOARDS &amp; SOLUTIONS MAGAZINE</li> <li>• ECG KOKUSAI CO., LTD.</li> <li>• EPOS JAPAN INC.</li> <li>• EGIS TECHNOLOGY INC.</li> <li>• ELAN LTD.</li> <li>• LEAD ELECTRONIC CO., LTD.</li> <li>• ELECTRONICS FOR YOU MAGAZINE</li> <li>• ELSENA, INC.</li> <li>• E-MINIMO</li> <li>• ENSOFT</li> <li>• ESD ELECTRONIC SYSTEM DESIGN GMBH</li> <li>• ESI JAPAN, LTD.</li> <li>• ESOL CO., LTD.</li> <li>• ETAS K.K.</li> <li>• EVER GRASS INTERNATIONAL CO., LTD.</li> <li>• FARO JAPAN INC.</li> <li>• FDK CORP</li> <li>• FLOW SCIENCE JAPAN, INC.</li> <li>• FLUOROC COAT CORP</li> <li>• FORMOSA TAFFETA CO., LTD.</li> <li>• FORUMS CO., LTD.</li> <li>• FREESCALE SEMICONDUCTOR JAPAN LTD.</li> <li>• FUJI ELECTRIC CO., LTD.</li> <li>• FUJIKOSAN CORP</li> <li>• FUJITSU MIDDLEWARE LIMITED</li> <li>• FUJITSU QUALITY LABORATORY LTD.</li> <li>• FUJITSU SOFTWARE TECHNOLOGIES LIMITED</li> <li>• FUKAI MFG. CO., LTD.</li> <li>• FUKUDA CO., LTD.</li> </ul> | <ul style="list-style-type: none"> <li>• GEORG SAHM GMBH</li> <li>• GIANT YOUNG MACHINERY COMPONENT PARTS CO., LTD.</li> <li>• GIFU PLASTIC INDUSTRY CO., LTD.</li> <li>• GLOSO TECH. INC.</li> <li>• GRAPHTEC CORP</li> <li>• GREEN PLUS CO., LTD.</li> <li>• GUN-EI CHEMICAL INDUSTRY CO., LTD.</li> <li>• GUNMA GOKHIN CO., LTD.</li> <li>• GUNMA INDUSTRY SUPPORT ORGANIZATION</li> <li>• HANAMAKI CITY</li> <li>• HANIL E-HWA CO., LTD.</li> <li>• HARADA CORPORATION CO., LTD.</li> <li>• HARIMA CHEMICALS INC.</li> <li>• HBC - RADOMATIC JAPAN CO., LTD.</li> <li>• HEARTLAND DATA CO., LTD.</li> <li>• HENKEL JAPAN LTD.</li> <li>• HI CORPORATION</li> <li>• HIROFIN RESEARCH INSTITUTE</li> <li>• HIRUTA KOGYO CO., LTD.</li> <li>• HISADA CO., LTD.</li> <li>• HITACHI APPLIANCE INC.</li> <li>• HYOSE KOREA</li> <li>• HU LAINE ASSOCIATE INC.</li> <li>• HUNGARIAN INVESTMENT AND TRADE AGENCY (HTA)</li> <li>• HYUNDAI MOTOR CO., LTD.</li> <li>• I-GUS JAPAN K.K.</li> <li>• IIMS CO., LTD.</li> <li>• INFINEON TECHNOLOGIES JAPAN K.K.</li> <li>• INTREPID CONTROL SYSTEMS JAPAN</li> <li>• ISHIZEKI PRECISION CO., LTD.</li> <li>• ITO PRECISION CO., LTD.</li> <li>• ITOCHI SYSTECH CORP</li> <li>• IVIS CO., LTD.</li> <li>• IWATACRETE CO., LTD.</li> <li>• JAPAN POLYETHYLENE CORP</li> <li>• JAPAN POLYPROPYLENE CORP.</li> <li>• JAPAN TOOL &amp; DIE CO., LTD.</li> <li>• JFE TECHNO-RESEARCH CORP.</li> <li>• JIUN CORPORATION</li> <li>• JYOTO KASEI CO., LTD.</li> <li>• K. S. TERMINALS INC.</li> <li>• KAMITA SOSEI CO., LTD.</li> <li>• KAWMURA ELECTRIC INC.</li> <li>• KOBELCO RESEARCH INSTITUTE INC.</li> <li>• KODAKA SEMITSU CO., LTD.</li> <li>• KODAMA CHEMICAL INDUSTRY CO., LTD.</li> <li>• KOWAI CO., LTD.</li> <li>• KOJUN CO., LTD.</li> <li>• KOKI CO., LTD.</li> <li>• KOKI TEC CORP</li> <li>• KOREAN FOUNDATION FOR QUALITY</li> </ul> | <ul style="list-style-type: none"> <li>• KOZO KEIKAKU ENGINEERING INC.</li> <li>• K'S DESIGN LAB INC.</li> <li>• KTL Corporation</li> <li>• KUBOTA IRON WORKS CO., LTD.</li> <li>• KUMAMOTO PREFECTURE</li> <li>• KURIMOTO, LTD.</li> <li>• KURODA PRECISION INDUSTRIES LTD.</li> <li>• KYASER AB</li> <li>• KYOCERA CHEMICAL CORP.</li> <li>• KYOCERA CORP</li> <li>• KYORITSU SEIKI CO., LTD.</li> <li>• LAUNCH TECHNOLOGIES CO., LTD.</li> <li>• LAUTERBACH JAPAN LTD.</li> <li>• LEADING EDGE ASSOCIATES CO., LTD.</li> <li>• LEATEC FINE CERAMICS CO., LTD.</li> <li>• LIM CORPORATION LTD.</li> <li>• LINDAUER DORNIER GMBH</li> <li>• LINEAR TECHNOLOGY CORP.</li> <li>• LSI COOLER CO., LTD.</li> <li>• LSIS CO., LTD.</li> <li>• MAGEBA TEXTILMASCHINEN GMBH</li> <li>• MAN ZAI INDUSTRIAL CO., LTD.</li> <li>• MARKLINES CO., LTD.</li> <li>• MARUBENI CORP</li> <li>• MARUBENI INFORMATION SYSTEMS CO., LTD.</li> <li>• MARUJO RUBBER INDUSTRIES CO., LTD.</li> <li>• MASS CORP.</li> <li>• MATE CO., LTD.</li> <li>• MATSUMOTO KINZOKU KOGYO CO., LTD.</li> <li>• MATSUMOTO KOSAN CO., LTD.</li> <li>• MAXTIM LIGHT TECHNOLOGY CO., LTD.</li> <li>• MEC COMPANY LTD.</li> <li>• MEIDENSHA CORP</li> <li>• MEIWA ELECTRIC MOTORS</li> <li>• MELCO SEMICONDUCTOR ENGINEERING CORPORATION</li> <li>• MELXIS</li> <li>• MELTEC CORP.</li> <li>• MENTOR GRAPHICS JAPAN CO., LTD.</li> <li>• MICRO TECHNOLOGY CO., LTD.</li> <li>• MICRON ELECTRIC CO., LTD.</li> <li>• MIKAMI CORP.</li> <li>• MIKUTAY CO., LTD.</li> <li>• MINORI INDUSTRY CO., LTD.</li> <li>• MITSUBA CORP</li> <li>• MITSUBISHI CHEMICAL CORP.</li> <li>• MITSUBISHI CHEMICAL HOLDINGS CORP.</li> <li>• MITSUBISHI ELECTRIC CORP.</li> <li>• MITSUBISHI ENGINEERING-PLASTICS CORP.</li> <li>• MITSUBISHI RAYON CO., LTD.</li> <li>• MITSUBISHI HIGH-TEC. INC.</li> <li>• MITSUBISHI MINING &amp; SMELTING CO., LTD.</li> <li>• MITSUJIMA ELECTRIC CO., LTD.</li> <li>• MITSUNAMI CO., LTD.</li> <li>• MIWA TIRE CO., LTD.</li> </ul> | <ul style="list-style-type: none"> <li>• OSS SYSTEM PRODUCTS CO., LTD.</li> <li>• O'S DESIGN JAPAN INC.</li> <li>• OZMA CNC EQUIPMENT CO., LTD. HANGZHOU</li> <li>• PANAC CO., LTD.</li> <li>• PAPAGO JAPAN INC.</li> <li>• PHOTONIC LATTICE, INC.</li> <li>• PIXARGLS GMBH</li> <li>• PMT CORP.</li> <li>• POLYMATECH JAPAN CO., LTD.</li> <li>• PROMIZ DESIGN</li> <li>• PROMIZ TECHNOLOGIES LTD.</li> <li>• PROTOLUX LTD.</li> <li>• PUBLISH-INDUSTRY VERLAG GMBH</li> <li>• PUES CORP.</li> <li>• PULSTEC INDUSTRIAL CO., LTD.</li> <li>• QMS CO., LTD.</li> <li>• QNX SOFTWARE SYSTEMS K.K.</li> <li>• QUORANT PLASTIC COMPOSITES JAPAN LTD.</li> <li>• QUALTEC CO., LTD.</li> <li>• QUANTUM DESIGN JAPAN INC.</li> <li>• RA CONSULTING GMBH</li> <li>• RACELOGIC LTD.</li> <li>• REACTIVE SYSTEMS, INC.</li> <li>• RENESAS ELECTRONICS CORP.</li> <li>• RIKEN ENVIRONMENTAL SYSTEM CO., LTD.</li> <li>• RM MICHAELIDES SOFTWARE &amp; ELEKTRONIK GMBH</li> <li>• RCT OJUK</li> <li>• ROHM CO., LTD.</li> <li>• RYBUCON CORP.</li> <li>• RYODEN KASEI CO., LTD.</li> <li>• RYODEN TRADING CO., LTD.</li> <li>• RYOKO SANGYO CORP.</li> <li>• SAE DONG CO., LTD.</li> <li>• SAELO JAPAN INC.</li> <li>• SAIPO CO., LTD.</li> <li>• SAITAMA INDUSTRIAL DEVELOPMENT CORP.</li> <li>• SANGEN CORP.</li> <li>• SANKEI ENGINEERING CO., LTD.</li> <li>• SANSI SEIKO CO., LTD.</li> <li>• NISHIHARA RIKOH CORP.</li> <li>• NISHIO CITY</li> <li>• NISSHA PRINTING CO., LTD.</li> <li>• NISSHINSEIKO</li> <li>• NITTOKI ENGINEERING CO., LTD.</li> <li>• NNH CO., LTD.</li> <li>• NOF CORP.</li> <li>• NOISE LABORATORY CO., LTD.</li> <li>• NS WEST</li> <li>• NY BONAS TEXTILE MACHINERY</li> <li>• NY MICHELVAEN DE WIELE</li> <li>• ODAWARA ENGINEERING CO., LTD.</li> <li>• OETIKER JAPAN CO., LTD.</li> <li>• OKAWAMA</li> <li>• OKMKRON-DOKK LTD.</li> <li>• ONTEC AUTOMATION GMBH</li> <li>• OPSOC INC.</li> <li>• ORACLE CORPORATION JAPAN</li> </ul> | <ul style="list-style-type: none"> <li>• SHIN-ETSU CHEMICAL CO., LTD.</li> <li>• SHIKO KOGYO CO., LTD.</li> <li>• SHIZUKI ELECTRIC CO., INC.</li> <li>• SHOEI CO., LTD.</li> <li>• SIGNET SYSTEMS INC.</li> <li>• SILVECO CO., LTD.</li> <li>• SIMPACK JAPAN K.K.</li> <li>• SIMQUEST</li> <li>• SOFFIAGGIO TECNICA</li> <li>• SOLTOM CO., LTD.</li> <li>• SOMAR CORP</li> <li>• SONY CORP</li> <li>• SPANIX CO., LTD.</li> <li>• SPANTON INC.</li> <li>• SPECTRIS CO., LTD. HBM DIVISION</li> <li>• STARLITE CO., LTD.</li> <li>• STMICROELECTRONICS K.K.</li> <li>• SUGIURA SEISAKUSHO CO., LTD.</li> <li>• SUIRYO PLASTIC CO., LTD.</li> <li>• SUMITOMO BAKELITE CO., LTD.</li> <li>• SUMITOMO MOJIKI MACHINEX CO., LTD.</li> <li>• SUN ELECTRONIC INDUSTRIES CORP.</li> <li>• SUNCALL CORP</li> <li>• SUPER RESIN, INC.</li> <li>• SUSUMU CO., LTD.</li> <li>• SUZUKI CO., LTD.</li> <li>• TAEL-ENG</li> <li>• TAGA MANUFACTURING CO., LTD.</li> <li>• TAIWAN TRANSPORTATION VEHICLE MANUFACTURERS ASSOCIATION (TTVMA)</li> <li>• TAIYO KOGYO CO., LTD.</li> <li>• TAIYO MANUFACTURING CO., LTD.</li> <li>• TAIYO WIRE CLOTH CO., LTD.</li> <li>• TAIYO YUDEN CO., LTD.</li> <li>• TAKASHA ELECTRIC CO., LTD.</li> <li>• TAJIMA LIGHT METAL CO., LTD.</li> <li>• TAKEUCHI INDUSTRY CO., LTD.</li> <li>• TAMAOKI ELECTRONICS CO., LTD.</li> <li>• TDG HOLDING CO., LTD.</li> <li>• TEKTRONIX</li> <li>• TELEDYNE LECROY JAPAN CORP.</li> <li>• TELMOTIVE AG</li> <li>• THE BERGQUIST COMPANY</li> <li>• THE JAPAN RESEARCH INSTITUTE LTD.</li> <li>• THE NIPPON SYNTHETIC CHEMICAL INDUSTRY CO., LTD.</li> <li>• TIMEC INC.</li> <li>• TOBATA SEISAKUSHO CO., LTD.</li> <li>• TOKYO R&amp;D COMPOSITE INDUSTRY CO., LTD.</li> <li>• TOCHIGI PREFECTURE</li> <li>• TODA RACING CO., LTD.</li> <li>• TOHOKU UNIVERSITY</li> <li>• TOKAI CLARION LTD.</li> <li>• TOKAI ELECTRONICS CO., LTD.</li> <li>• TOKOROZAWA ALLOY FOUNDRY CO., LTD.</li> <li>• TOKYO METROPOLITAN INDUSTRIAL TECHNOLOGY RESEARCH INSTITUTE</li> </ul> | <ul style="list-style-type: none"> <li>• TOKYO R&amp;D CO., LTD.</li> <li>• TOKYO R&amp;D COMPOSITE INDUSTRY CO., LTD.</li> <li>• TOMATO LAND</li> <li>• TORAY INDUSTRIES INC.</li> <li>• TOSHIN CO., LTD.</li> <li>• TOWA INDUSTRY CO., LTD.</li> <li>• TOYO CORPORATION</li> <li>• TOYODO CO., LTD.</li> <li>• TOYO-DENSAI CO., LTD.</li> <li>• TOYOTA TSUSHO ELECTRONICS CORP.</li> <li>• TSUKADA RIKEN INDUSTRY CO., LTD.</li> <li>• TÜV RHEINLAND JAPAN LTD.</li> <li>• TÜV SÜD OHTAMA LTD.</li> <li>• U.S. EMBASSY COMMERCIAL SECTION</li> <li>• UBE INDUSTRIES, LTD.</li> <li>• UCHIYAMA MANUFACTURING CORP.</li> <li>• UIEVOLUTION K.K.</li> <li>• UNICK CORP.</li> <li>• UNICO JAPAN CO., LTD.</li> <li>• UNION SEMITSU CO., LTD.</li> <li>• URAWA WORKS CO., LTD.</li> <li>• VALEO JAPAN CO., LTD.</li> <li>• VBOX JAPAN INC.</li> <li>• VECTOR JAPAN CO., LTD.</li> <li>• VICTREX JAPAN INC.</li> <li>• VINCAS CO., LTD.</li> <li>• VISION SENSING CO., LTD.</li> <li>• WARWICK CONTROL TECHNOLOGIES</li> <li>• WATEX CO., LTD.</li> <li>• XILINX K.K.</li> <li>• YAC DENKO CO., LTD.</li> <li>• YACENTER ELECTRIC CO., LTD.</li> <li>• YAMABISHI CORPORATION</li> <li>• YAMAGISHI SEISAKUSHO CO., LTD.</li> <li>• YAMAGUCHI NUT CO., LTD.</li> <li>• YAMAMOTO METAL TECHNOS CO., LTD.</li> <li>• YAMASHINA CORP.</li> <li>• YAMATO SCIENTIFIC CO., LTD.</li> <li>• YASKAWA ELECTRIC CORP.</li> <li>• YAZAKI CORP.</li> <li>• YDC CORP.</li> <li>• YELLOW-COCONUT-TREE CO., LTD.</li> <li>• YOKOGAWA DIGITAL COMPUTER CORPORATION</li> <li>• YOKOGAWA METERS &amp; INSTRUMENTS CORP.</li> <li>• YVP SYSTEM CORP.</li> <li>• YUASA VARIN GUIDE ENGINEERING CO., LTD.</li> <li>• YUNITEKKU</li> <li>• ZENO TECH CO., LTD.</li> <li>• ZMP INC.</li> <li>• ZSK STICKMASCHINEN GMBH</li> <li>• ZUKEN INC.</li> </ul> |
|--|--|--|---|---|--|--|

## Advanced technical conference by industry leaders

### Keynote Session at 2014 show

### Automotive Industry Revolution: A Future Driven by Next-generation Vehicles



#### Toyota's Development toward Realizing Sustainable Mobility

Soichiro Okudaira  
Senior Managing Officer  
Toyota Motor Corp.



#### Car of the Future —A Supplier's Perspective—

David Mark Pascoe  
Vice President of Engineering and R&D  
Magna International Inc.



#### Automated Vehicles —They are coming, but they might not be exactly what we expect—

Sven A. Beiker  
Executive Director  
Center for Automotive Research at Stanford  
Stanford University



# The Place to Gather Automotive Engineering Technology!

## What is CAR-ELE JAPAN?

CAR-ELE JAPAN is Asia's largest scale exhibition for automotive electronics technology. Held inside AUTOMOTIVE WORLD - a combination of automotive technology exhibitions, CAR-ELE JAPAN attracts the vast amount of automotive engineers from Japan & Asia who seek new technologies or suppliers.

### Exhibitors

☀ Companies dealing with all kinds of Automotive Electronics Technologies

- Electronic Components
- In-vehicle Semiconductors
- ECU Manufacturing & Testing Technologies
- Driver Assistance/Autonomous Driving Systems
- Thermal Management Technologies
- In-vehicle Systems
- Testing Technologies
- In-vehicle Software Development Tools
- EMC/Noise Reduction Technologies

etc.

### Business Meetings

- New Technology Introduction
- Technical Consultation
- Arrange Price and Delivery Date

### Visitors

<Business categories>

- Automobile Manufacturers
- Automotive Component Manufacturers

<Job functions>

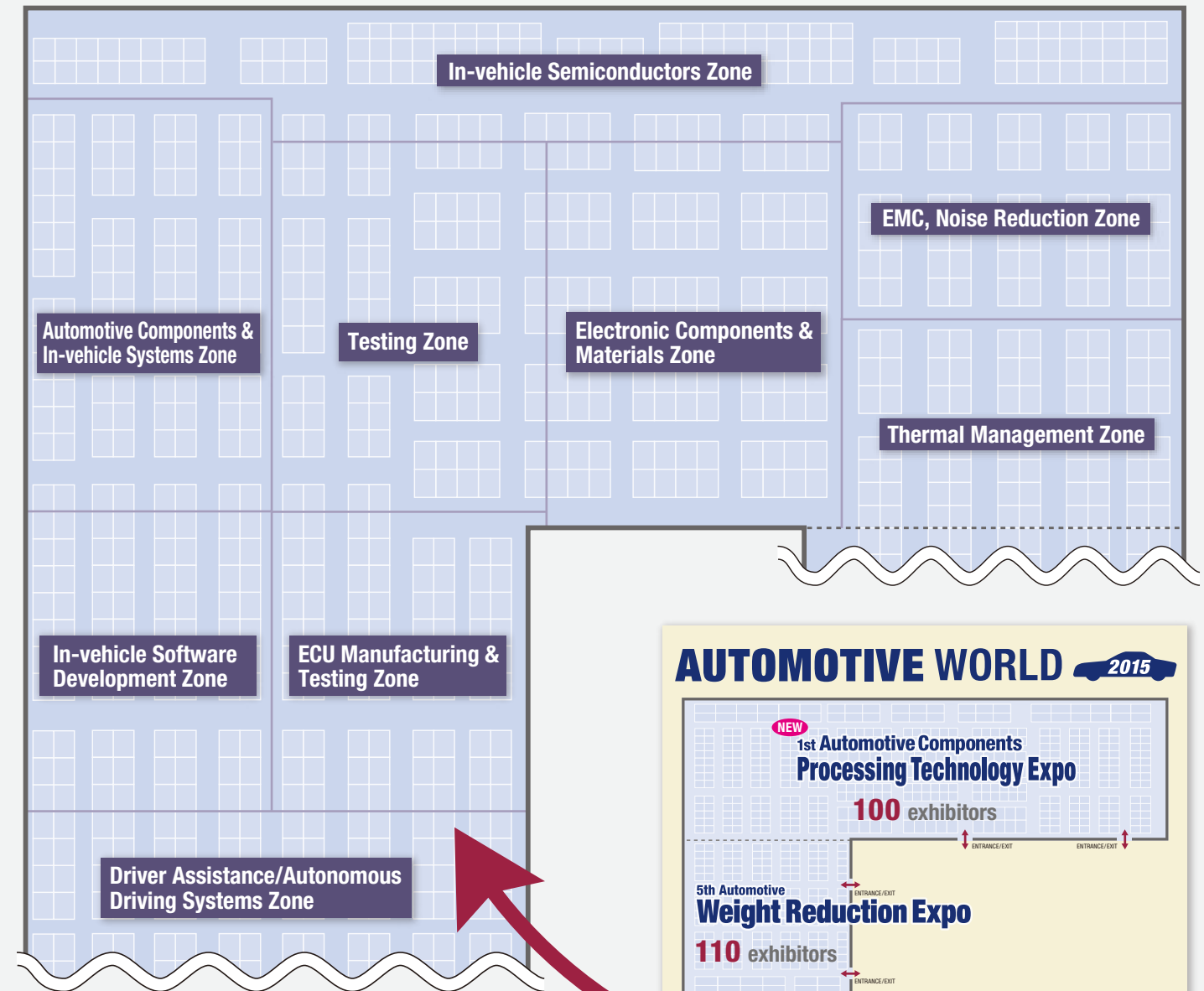
- R&D
- Purchase/Procurement
- Production Management
- Planning
- Production
- Testing/Analysis
- Design

etc.

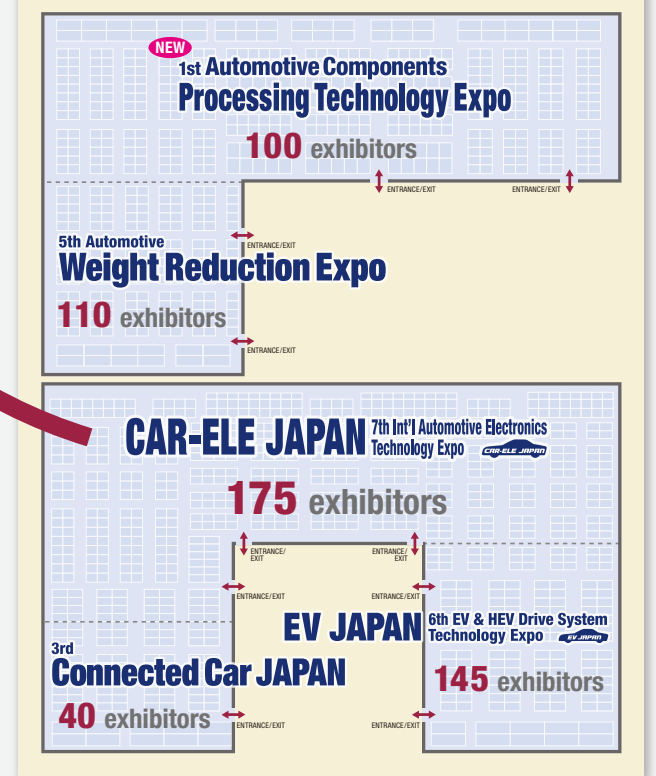
### List of Visitors (Excerpt from visitors in 2014)

- |                          |                                       |                              |                             |                       |
|--------------------------|---------------------------------------|------------------------------|-----------------------------|-----------------------|
| • ADVICS                 | • DAIHATSU MOTOR                      | • HINO MOTORS                | • KEIHIN                    | • NISSAN MOTOR        |
| • AISHIN SEIKI           | • DENSO                               | • HITACHI AUTOMOTIVE SYSTEMS | • KOMATSU                   | • PIONEER             |
| • ALPINE ELECTRONICS     | • FUJII HEAVY INDUSTRIES              | • HONDA MOTOR                | • LG CHEM                   | • SAMSUNG ELECTRONICS |
| • BMW                    | • GM KOREA                            | • HYUNDAI MOTOR              | • LG ELECTRONICS            | • STANLEY ELECTRIC    |
| • BOSCH                  | • GREAT WALL MOTOR                    | • ISUZU MOTORS               | • MAGNA INTERNATIONAL JAPAN | • TOSHIBA             |
| • CALSONIC KANSEI        | • GUANGZHOU AUTOMOBILE INDUSTRY GROUP | • JTEKT                      | • MAZDA MOTOR               | • TOYOTA MOTOR        |
| • CLARION                | • HAITEC                              | • KAWASAKI HEAVY INDUSTRIES  | • MITSUBISHI ELECTRIC       | • YAMAHA MOTOR        |
| • CONTINENTAL AUTOMOTIVE |                                       |                              | • MITSUBISHI MOTORS         |                       |

### Floor Plan (Preliminary)



### AUTOMOTIVE WORLD 2015



**570 exhibitors and 21,000 visitors will gather in 2015!**

(Forecast including concurrent shows)



# Find New Customers and Partners at CAR-ELE JAPAN!

## Why CAR-ELE JAPAN?

### Strong Support from Industry Leaders

CAR-ELE JAPAN is supported by many industry leaders. Top executives from Japan's leading OEMs and Tier 1s comprise Advisory Committee and those from Korea and China attend Show Official Functions. SAE International officially supports the exhibition.

#### List of Advisory Committee and Honourable Guests in 2014

(honourifics omitted, in random order)

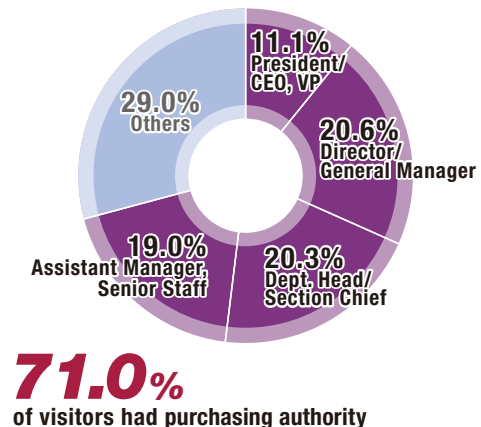
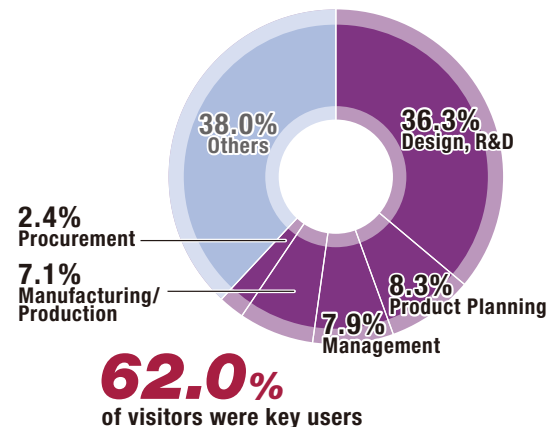
 Soichiro Okudaira Senior Managing Officer TOYOTA MOTOR CORP.	 Takao Asami Senior Vice President NISSAN MOTOR CO., LTD.	 Toshihiro Mibe Managing Officer HONDA R&D CO., LTD.
 Kiyoshi Fujiwara Managing Executive Officer MAZDA MOTOR CORP.	 Ryugo Nakao Managing Director MITSUBISHI MOTORS CORP.	 Xinwei Liu Deputy Director GREAT WALL MOTOR CO., LTD.
 Luo Xingan Minister GUANGZHOU AUTOMOBILE INDUSTRY GROUP CO., LTD.	 Sumito Ishii Managing Director GENERAL MOTORS JAPAN LTD.	 Kwanghee Lee President, CEO HYUNDAI MOTOR JAPAN R&D CENTER, INC.
 Ryuji Saito Representative Director and President, Group President Japan VALEO JAPAN CO., LTD.	 Hideaki Watanabe Senior Vice President CALSONIC KANSEI CORP.	 Yoshiaki Kato Senior Managing Officer AISIN SEIKI CO., LTD.
 Shinji Morihiro Corporate Vice President JATCO LTD.	 Shinya Watanabe Representative Managing Director DANA JAPAN, LTD.	 Hiroyuki Ina Executive Director DENSO CORP.
 Atsushi Kawabata Director & CTO HITACHI AUTOMOTIVE SYSTEMS, LTD.	 Yasushi Muranaka Director, Member of the Board HITACHI VEHICLE ENERGY, LTD.	 Hidehiro Tanigawa Executive Advisor DELPHI AUTOMOTIVE SYSTEMS JAPAN LTD.
 David Mark Pascoe Vice-President of Engineering and R&D MAGNA INTERNATIONAL INC.	 Hiromitsu Iwabuchi Representative Director MAGNA INTERNATIONAL JAPAN INC.	 Masanori Kurosaki Managing Executive Officer PIONEER CORP.
 Yasuaki Mori President INFINEON TECHNOLOGIES JAPAN K.K.	 David M. Uze President FREESCALE SEMICONDUCTOR JAPAN LTD.	 Kenji Arai Executive Officer BOSCH CORP.
	 Noboru Osada Managing Executive Officer YAZAKI CORP.	 Toshiyuki Mieno Managing Director HONDA ELESYS CO., LTD.
	 Yasushi Mochizuki Representative Director LINEAR TECHNOLOGY CORP.	 Koichi Yamamoto Director & Senior Managing Executive Officer MEIDENSHA CORP.
	 Ryuji Omura Executive Vice President RENESAS ELECTRONICS CORP.	 Michihiko Zenke Corporate Vice President YASKAWA ELECTRIC CORP.
		 Sven A. Beiker Executive Director STANFORD UNIVERSITY

## Unrivalled Quality of Visitors

CAR-ELE JAPAN is Japan's largest\* B2B international exhibition specialised in automotive technology. As shown in the graphs below, CAR-ELE JAPAN is chosen as the best business platform in Japan and Asia to find solutions. The vast amount of key engineers who seek new technology gather at CAR-ELE JAPAN.

\* "Largest" in reference to the exhibition space of trade shows with the same concept.

### Breakdown of 2014 Visitors (Total visitors: 18,469)



(figures of AUTOMOTIVE WORLD)

## Chosen by More and More Exhibitors

More and more companies choose AUTOMOTIVE WORLD as the place to meet with automotive engineers and to show their latest technology in Japan and Asia. The number of exhibitors has been increasing year by year since its launch in 2009 and exhibit space was sold out for the previous show.

in 2013 **363** exhibitors → in 2014 **432** exhibitors → in 2015 **570\*** exhibitors  
\*Forecast

### Excerpts of exhibitors at CAR-ELE JAPAN 2014 and its concurrent shows



### Comments from 2014 exhibitors (Excerpt)

#### ► USD 20 million annual sales expected!

Our new high performance battery management IC drew 2,200 technical professionals. We got a lot of leads, and anticipate the annual sales to reach about USD 20 million through this show.

LINEAR TECHNOLOGY CORP. (Semiconductors)

#### ► More than 200 potential customers!

We exhibit at this show every year to meet new customers. More than 200 companies visited our booth, including Japanese major automotive manufacturers and others from out of Japan. We expect our business expands through the show.

LEADING EDGE ASSOCIATES CO., LTD. (Heat Sinks)

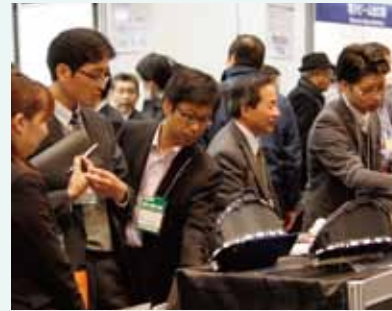


# CAR-ELE JAPAN helps you:

## 1 Meet with 21,000\* automotive engineers from Japan & Asia

CAR-ELE JAPAN attracts 21,000 professional visitors (mostly OEMs and Tier 1s) from all over Japan and Asia. They come to the show to find the latest technology. Find new customers in the centre of automotive R&D – Japan and Asia!

\*Forecast including concurrent shows



## 2 Network with industry VIPs

VIP Reception Party is held during CAR-ELE JAPAN where exhibitors can network with industry VIPs such as board members of Japanese and Asian automakers and Tier 1 suppliers. Forge new contacts and renew old ties at the party!



## 3 Increase exposure in the market

Show Management will promote CAR-ELE JAPAN and its exhibitors many times among Japanese and Asian automotive industry before the exhibition as a visitor promotion. Also, many press feature CAR-ELE JAPAN in their media. Strengthen your presence in Japan and Asia through the participation!



[Previous Sample]

## Exhibit in CAR-ELE JAPAN to expand your business in Japan and Asia!

Organised by

 Reed Exhibitions®

► Contact

### CAR-ELE JAPAN Show Management

Reed Exhibitions Japan Ltd.  
18F Shinjuku-Nomura Bldg.,  
1-26-2 Nishishinjuku, Shinjuku-ku,  
Tokyo 163-0570, Japan  
Web: [www.car-ele.jp/en/](http://www.car-ele.jp/en/)

TEL: +81-3-3349-8518  
FAX: +81-3-3349-8530  
E-mail: [car@reedexpo.co.jp](mailto:car@reedexpo.co.jp)  
A division of Reed Business  
Registered in England, Number 678540