

 JAMA Update

JAMA Holds "Bike Forum 2000" in Tokyo - Appeals for Convenience and Utility of Motorcycle Riding -

The Japan Automobile Manufacturers Association (JAMA) and the Japanese government Management and Coordination Agency teamed up to hold the 11th annual "Bike Forum" on August 19. The venue chosen was the TFT Hall at New Amusement Space Odaiba, a facility located on reclaimed land in Tokyo Bay, with a total of 500 people in attendance. This talk show format event was launched in 1990 to enhance the image of motorcycles and their riders. It has been held every year ever since, making a steady and growing contribution to the goal of winning greater understanding on the part of the general public of the convenience and utility of motorcycles.

This year's theme was "Getting Started on Bike Life for the 21st Century - What Will You Do on Your Motorcycle?" One of the panelists was Atsushi Oyagi, a former member of Japan's national rugby team and the owner of four large motorcycles each over 1000cc in displacement. He described how when he rides up on a motorcycle to put on children's rugby clinics the kids are attracted by the appeal and power of the machine, gather around him naturally and ask lots of questions. Oyagi thus considers the motorcycle an excellent tool in achieving fruitful communication with such youngsters, but is quick to add: "I teach them how rugby and motorcycles have so much in common. If you stick to the rules, and develop a clear awareness of your own responsibilities, the results will be fun and safe alike."

Forum moderator Kuniaki Shimizu (the only Japanese celebrity qualified as an international "A-class" rider) was in agreement with the sentiment expressed by Oyagi: "I didn't ride motorcycles until I was over 30 years old. With all the fun and freedom I have experienced, I certainly wish now that I had started earlier. Up to that point, I had the impression that motorcycles were dangerous and anti-social in nature. However, though society tends to frown at bike riding, I became aware of just how fresh and exhilarating an activity this is. There is a need for adults to spend more time getting this message across to children."

Shimizu added that he is also looking forward to touring around with his daughter, who has recently reached the age where she can obtain a license to operate a motorcycle.

Another guest panelist was Mari Igata, former International A-class rider who currently runs a school devoted to improving women's motorcycle riding techniques. Igata reflected on how she has trained a tremendous number of female bike riders over the years, and her

experiences in seeing how motorcycles can give women a new and revitalized outlook on life. She also spoke of her next goal of sponsoring a "mother-child bike riding school" in which mothers would teach their children how to ride motorcycles in safe and proper fashion.



"Getting Started on Bike Life for the 21st Century"

Also on the panel was actress Kazue Ito, who made a suggestion in favor of adopting a system for motorcycle road instruction: "Because I was scheduled to appear in a film with scenes in which I rode a motorcycle, I attended a driving school and obtained my license in about a week. Then I also went ahead and participated in road instruction which is not mandatory in Japan, and was impressed at just how much this taught me about responding to the ever-changing traffic conditions which occur when you actually get out on the road."

As an added attraction, the Pallet Plaza located adjacent to TFT Hall linked up with the Forum talk show in presenting comedy acts, motorcycle trial demonstrations, displays of current models including imports, live concerts and more.



Motorcycle trial demonstration

Responding to an interview following the talk show, moderator Shimizu stated that though the Forum is now 11 years old, based on his moderator duties to date he does not feel that the event audience is overweighted on any one generation or social category: "There are many young people taking part, with male and female seniors also on hand every year. In terms of appearance and attitude, people range from those devoted to riding the crest of the latest trends, to the more down-to-earth salaried worker types. This is clear testimony that motorcycles are now loved and shared across all sectors of society in Japan, which in my opinion is a truly welcome development!"

 News in Asia

FAMI Convenes 4th Management Committee Meeting in Jakarta - Research, Planning and Technical Committees Deliver Activity Progress Reports -

The Federation of Asian Motorcycle Industries (FAMI) on July 18 held its 4th Management Committee Meeting in Jakarta, Indonesia.



All the delegates participating in the Meeting

With the delegates of the eight member associations in FAMI on hand for this meeting, Federation President Dato' Syde Mohamed Aidid presented the opening speech. Within his address Mr. Aidid expressed appreciation to Chairman Ridwan Gunawan, Vice Chairman Gunadi Sindhuwinata and the other members of the organizing committee of PASMI from host country Indonesia, praising them for the devoted efforts which made this Management Committee meeting possible.

He also officially reported on the June retirement of two FAMI officers - former Secretary General Eiji Yamamoto (previous Chief Representative of the JAMA Singapore Office) and Adisak Rohitasune (former Vice President of the Thai Automotive Industry Association), who had served as one of the FAMI Vice Presidents.

This was followed by official recommendations of the successors of these two officers, for which the delegates voiced unanimous agreement. This included the appointment as new Secretary General of Hiroyuki Nakamura (who has succeeded Mr. Yamamoto as JAMA Singapore Chief Representative), and as new FAMI Vice President Piti Manomaiphikul (who took over for Mr. Rohitasune as TAIA Vice President).



New FAMI Vice President
Mr. Piti Manomaiphibul



New FAMI Secretary General
Mr. Hiroyuki Nakamura

Next on the agenda were activity reports from each of the three FAMI working committees - the Research, Planning and Technical Committees. The Research Committee detailed its meetings held on June 5 in Singapore and July 6-7 in Tokyo, during which further studies were advanced on the FAMI Website.

The Planning Committee report concerned the latest efforts by FAMI to enhance the image and promote the safety of motorcycles. The key points included plans to place a message under the FAMI logo conveying the correct way to ride a motorcycle, a photo contest event to be held in all member countries through the summer of 2001, the production of "FAMI Profile" (a pamphlet introducing FAMI and its activities) and other highlights. The Technical Committee report reviewed the studies underway in each member country into emissions, noise, safety and other important motorcycle-related issues.

FAMI Treasurer Robert Teo (Vice President of SMCTA-Singapore) then presented the FAMI financial report as of June 30, 2000, with the accounts unanimously approved by all delegates. Finally, it was confirmed that the next FAMI Management Committee Meeting would be hosted by Taiwan in March 2001, to be convened at the same time as the General Assembly.

Policy Statement of the Japanese Motorcycle Industry: "The Future of Motorcycles"
- Defines Approaches to the Environment, Safety and Harmonization of Standards Based on the Merits of Motorcycles -

JAMA has compiled a booklet entitled "The Future of Motorcycles"(*), which sets forth the basic thinking and action programs of the Japanese motorcycle industry.

As its title implies, this booklet expresses the shared awareness of the Japanese industry with regard to the proper future stance for motorcycles. The crucial issue at hand is stated as maintaining a focus on the convenience, economy, energy savings and other outstanding characteristics of motorcycles, along with the potential for expanding the role of motorcycles in the traffic society by putting these strengths to optimum use.

Addressed at the same time is the proper positioning for motorcycles in the realm of environmental protection, to support the quest to pass on a clean and healthy environment to the next generation. On these pivotal areas, the booklet clarifies the shared action programs and themes of the Japanese motorcycle industry as a whole.

Five Action Programs

"The Future of Motorcycles" defines the direction to be taken by the Japanese automobile industry from here on in terms of the following five action programs.

1. The industry will strive to provide better products by evaluating their safety and environmental impact from the earliest stages of design and manufacture through their complete service life.
2. The industry will seek to enhance road transport by manufacturing motorcycles that, in addition to being convenient and easy to use, will also offer significant fuel economy.
3. The industry will promote, on the basis of international cooperation, environmental protection on a global scale and the international harmonization of standards, drawing upon its technical expertise and accumulated knowledge.
4. The industry will aim not only to provide motorcycles that respond to social requirements, but also to promote improved riding safety in close cooperation with users through educational campaigns and other activities.
5. The industry intends to address in a responsible and timely fashion all environmental protection and safety issues relating to motorcycles by means of

its experts groups and the activities thereof.

Eight Key Themes to Be Addressed

Also set forth are the key themes to be addressed in keeping with these action programs, with a total of eight themes grouped into three fields as indicated below.

I. Environmental Protection

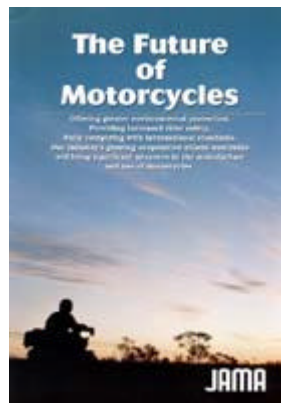
1. Exhaust emissions reduction
2. Noise reduction
3. Waste reduction and recycling

II. Safety

4. Improving riding safety
5. Promoting safe riding

III. Infrastructure and Harmonization

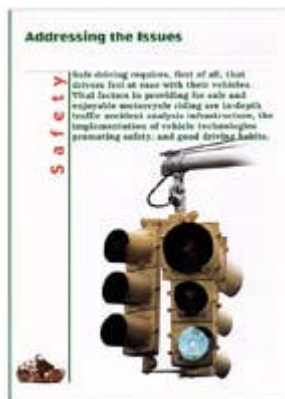
6. Improving conditions for motorcycle use
7. International cooperation
8. International standards harmonization



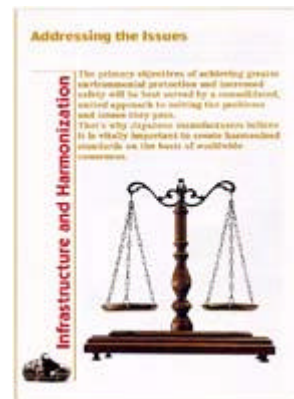
Booklet cover with Policy Statement



Field I: Environmental Protection



Field II: Safety



Field III: Infrastructure and Harmonization

"News from JAMA, Motorcycle" is published as one phase of "7. International Cooperation" above, which is devoted to supporting positive participation in the International Motorcycle Manufacturers Association (IMMA) and the Federation of Asian

Motorcycle Industries (FAMI), while working to strengthen cooperative ties with the industry associations of the U.S. and Europe (USMMA and ACEM).

(*) Published in October 1999, an English-language version is available.

 **Topics**

JAMA Appeals to Motorcycle Riders for Improved Road Manners

The Japan Automobile Manufacturers Association (JAMA) and Japan motorcycle related groups, acting in response to the decision to raise the speed limit for motorcycles traveling on expressway routes to 100 kilometers per hour from the present 80km/h (effective this October 1), have launched a riding manner improvement promotion campaign with the goal of enhancing rider safety on the road.

Chosen as the campaign catchphrase is: "Declaration! Good Riders Uphold the Rules and Manners." Specific appeals include calls to maintain proper distances between vehicles, practice daytime lighting and take other steps, while the following areas are receiving particular stress with regard to travel on expressways: (1) Always double check the supply of gasoline, cooling water, oil and other key points before getting on an expressway; (2) take rests regularly and early on; (3) upon being struck by side winds when being passed by large vehicles, at a tunnel entrance or exit, crossing a bridge or in other motoring circumstances, react calmly and do not panic.

Some 25,000 campaign posters designed with large letters reading "Manner UP" have been posted at motorcycles dealers, traffic safety education facilities and motorcycle event venues, while 430,000 fliers with the same design are being distributed to motorcycle riders throughout Japan.



Campaign Poster

"Declaration! Good Riders Uphold the Rules and Manners"

Nationwide Safe Driving Tournament for Motorcycle Patrol Officers

Japan's National Police Agency holds the annual "Nationwide Motorcycle Patrol Safe Driving Competition Tournament," with this year's event staged on October 7-8 to mark the 32nd time that the tournament has been convened. The gathering brings together 110 motorcycle patrol officers selected for their aptitude from among the cycle corps in municipalities in all 47 Japanese prefectures, who compete on the strength of advanced riding technique and safe driving skills. At its conclusion, the tournament selects "Japan's Best" from among the total of the some 4,000 motorcycle police operating nationwide.

There are four different competition event categories: "Speed Sensation and Balance Running," "Trial Running," "Rough Road Running (Motocross)" and "Slalom Riding." A total of 43 lady motorcycle patrol officers will be competing in some of these events, with "Japan's Best Lady Rider" also to be determined.



Slalom Riding

Ministry of Transport Announces Year 2000 Motorcycle Ownership

Japan's Ministry of Transport recently announced the figures for motorcycle ownership in Japan as of the end of March 2000. The grand total was 13,973,803 units, a decline of 2.0% (approx. 280,000 units) from the previous year.

By machine displacement, while there was an increase of 1.5% (19,167 units) in the "over 250cc class," all other size categories charted declines. In Japan the "under 50cc class" is dominant, and this time accounted for 69.0% of the total with 9,643,487 units.

This was followed in order of volume by the "126-250cc class" (12.2% of the total, or 1,704,522 units), the "51-125cc class" (9.6%, 1,337,395 units), and the "over 250cc class"

(9.2%, 1,288,399 units). Per-capita motorcycle ownership in Japan (based on the entire population) is one unit per each 9.1 persons.

Japanese motorcycle ownership peaked in 1986 at 18,660,000 units, and has declined for the following 14 consecutive years. The current aggregate ownership represents a decline of 4,690,000 units (25.1%) from the peak level. By displacement, the under 50cc class has fallen by 5,320,000 units and the 51-125cc class by 350,000 units, while the 126-250cc class has increased by 530,000 units and the over 250cc class by 430,000 units. As these statistics indicate, the greatest single factor behind the current decline in overall motorcycle ownership is the sharp drop in the under 50cc class.