



# JARA NEWS

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## JARA delivers parts information via social networking services

JARA Corporation has begun to enhance its member support capability by using social networking services, such as LINE.

Since July, JARA members are now available, using LINE, to send parts information selected from JARA's inventory-sharing system to customers. Through simple operation, a unique URL is automatically created which can be used to access not only fixed phrases for sending messages, but also product information. Customers also directly benefit from use of the service, as they can use it to check on products anytime and anywhere.

The approach is now also a new feature of the "ATRS (Automobile Total Recycle System)" network. Key phrases and exclusive URLs are automatically created by pressing the system's 'negotiation information copy' button. Such can be attached to LINE, Windows Messenger or conventional e-mail, thereby quickly and accurately responding to inquiries from customers.

Being able to send information on multiple products from a single URL is expected to result in a decrease in lost sales. And because such information can also be sent to social networking services that are popular outside Japan, such as WhatsApp, the new approach is being seen as a way to

effectively expand sales.

Furthermore, based on the assumption that product information will be viewed by customers via smartphones or tablets, the information is displayed in a way that is suitable for screens on mobile devices. Moreover, prices can be hidden in anticipation of a customer sending back the message to the user.

JARA intends to support efficient operation by both JARA members and their customers by utilizing social networking services. By effectively using time with the advancement of IT, "They can focus on new value-added business," said President Kitajima. (*Daily Automotive News*, Aug. 18 issue)

## JARA Group holds Hokkaido-Tohoku block meeting with plant tour at Sankei Shokai

JARA Group's Hokkaido-Tohoku block held its second 2016 regular staff meeting at Sankei Shokai Co., in Kanagasaki-machi, Iwate Prefecture. The meeting was attended by 34 front-desk and production staff members and persons from partner rebuilt-parts companies. With a plant tour at Sankei Shokai and lectures, the meeting provided an opportunity for attendees to learn and share information within inside the block, thereby helping them strengthen their business culture.

At the opening, block leader Shinichi Watanabe delivered the message: "I believe that what you will get through the lectures will positively affect your companies and the JARA Group. Be sure to study hard." Sankei Shokai President Masahiro Konno welcomed attendees, by saying: "What is important is



Sankei Shokai President Konno, second from the left, welcomes attendees.

what you come to feel through this regular meeting, thinking about what you have to do, and putting such into practice. Please spend our limited time effectively."

During the event, attendees visited Sankei Shokai's plant, where ELVs are appropriately dismantled and recycled parts are produced, as well as a warehouse. Attendees filled out questionnaires that covered things that they have yet to see at other companies and things that need to be improved. The feedback gained will be shared, beyond the company with the whole JARA Group to help strengthen group-wide competitiveness.

Tadahiro Iino, New Business group leader at JARA, gave a lecture on recycled exterior parts taken from ELVs. He explained efforts to operations through optimal production of such parts in response to demand from repair businesses. Afterward, attendees presented their activities for expanding parts transactions among the group, confirming tighter block unity for expanding the use of recycled parts in the replacement-parts market. Throughout the event, attendees seemed to eagerly communicate with each other. The meeting led to expectations for further enhancement of the block. (*Daily Automotive News*, Aug. 18 issue)



Reply function for social networking services.



Attendees exchange information with each other during the plant tour.





The festival attracted 659 visitors, thanks to the fine weather.

## Kubota Auto Parts holds vehicle recycle festival

To make people be aware of car recycling and co-existence with the local community, Kubota Auto Parts held on Aug. 7 its 6th Vehicle Recycle Festival at its headquarters. The annual event has been taking place to tighten ties with the local community by inviting the general public to the company's plant and explaining the car-recycling business to people who come. It also includes entertainment for families.

Thanks to the fine weather, a total of 659 people joined the event.

The company handles ELV dismantling and recycled-parts production at its 36,400 square-meter site. Backed up by its ample facilities, it is actively accepting ELVs from car dealers and even end-users.

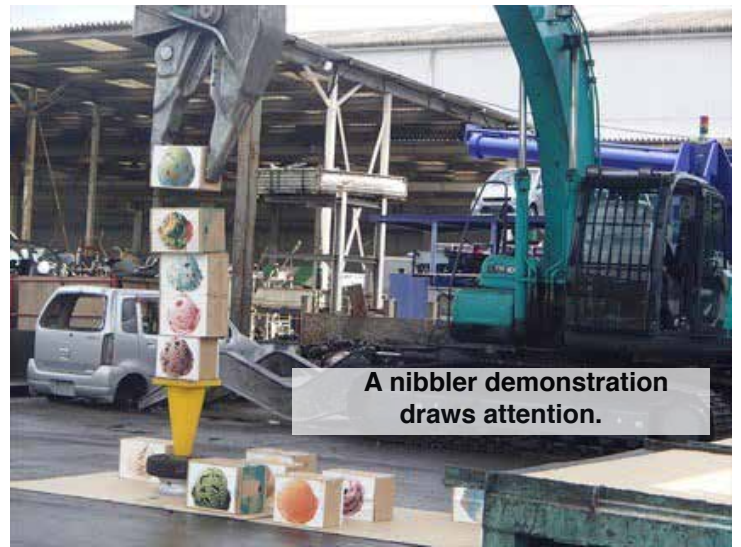
At the same time, under its corporate philosophy of "moving forward with the local community," the recycler periodically holds tours of its recycling plant tour in response to requests by elementary schools and others. To further enhance this effort, it holds Vehicle Recycle Festival once a

year, as a manifestation of the company's desire to "repaying for people in the local community and to inform them about recycling efforts by having them see our plant."

The thinking behind the 6th festival was to "go back to the starting point, and be sure to make people aware of our business." The event consisted of: 1) a nibbler demonstration, 2) a tour of the company's large, automated warehouse, and 3) reproduction of the car dismantling process.

In the nibbler demonstration, a company staff member skillfully operated the claws of the heavy-duty nibbler machine, attracting great attention from visitors. At the warehouse, visitors gave a cheer when they saw high-speed delivery of recycled parts from the 25,000 inventory. During the reproduction of the car dismantling process, many visitors seemed to show pure admiration in seeing how the car fell into pieces.

In addition, activities for children included making toy spinning tops from wheel nuts, an effort that had several children completely captivated as they spun their tops. Fair stalls also opened at the event, making it a lively recycling festival. (*Daily Automotive News*, Aug. 25 issue)



A nibbler demonstration draws attention.

## JARA to increase parts sales in Okinawa

JARA Corporation is strengthening sales activities for recycled parts in Okinawa Prefecture. The company has placed order receiving staff exclusively for Okinawa in its call center and will bolster the sales activities of its local staff in Okinawa. Together with the existing recycled parts purchasing site "Repairs Direct System (RDS)," the company aims to expand its market share in Okinawa.

The Okinawa exclusive call center staff handles inventory confirmations when it receives orders via telephone or fax, with the aim of "proactively offering customers products that are not even registered on the system."

Meanwhile, the local sales staff will aim to expand sales by contacting customers centering on car dealers and body repair and paint shops.

The company says that its strength is "having an Okinawa base of operations that can be used to grasp the various needs of local customers in a direct-and-quick manner." The company intends to further improve its services by strengthening ties between the local staff and its call center." (*Daily Automotive News*, Aug. 4 issue)



Visitors tour a warehouse that houses approximately 25,000 recycled parts

### CO<sub>2</sub> Reduction Effect (based on Super-Line System)

The use of Reuse Parts saved  
**3,474 tons of CO<sub>2</sub> emissions**  
in July 2016

The reference figure represents the difference of carbon dioxide (CO<sub>2</sub>) emissions at the vehicle repair using genuine (new) parts and recycled parts.\*

\*: Based on "Green Point System", which was jointly developed by the Japan Automotive Parts Recyclers Association and Waseda University Environmental Research Institute using a life cycle assessment (LCA) technique.

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## 新构想源于神钢

1979年世界第一台汽车拆除机发售以来，  
30多年来一直引领金属再生领域，  
在降低对环境压力方面功不可没。

### 多功能拆除机

不仅可以拆除不再使用的汽车，还可以  
拆除家电等金属制机器以及各种复合  
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### 汽车拆除机

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