



JARA NEWS

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METI invites applicants for airbag and battery reuse survey

The Ministry of Environment plans to invite applicants for conducting commissioned surveys focusing on the reuse of automotive airbags and secondary batteries (nickel metal-hydrate and lithium-ion) used in hybrid and electric vehicles. By having surveys conducted on such items, for which in-depth studies have not yet to be made, the ministry aims to explore the possibility of building low-carbon society-oriented "3R" technology and systems that are expected to help reduce CO₂ emissions in the future.

At present, reuse of airbags is prohibited under the Automobile Recycling Law due to issues related to safety and noise in reuse airbag production. But the reuse of airbags is allowed in such countries as the United States and Canada. Also, production of airbags containing sodium azide, a harmful substance, ceased in the first half of 2000s, meaning that the situation surrounding airbags is changing. Taking into account these and other factor, the ministry plans to set up evaluation parameters on the reuse of airbags, including potential supply volumes, CO₂ reduction effects, as well as economic and social impact.

Meanwhile, despite the increasing importance of secondary batteries in line

with the diffusion of hybrid and electric vehicles, the reuse of such batteries has made little progress. It has been pointed out that the availability of such batteries has not led to expansion of the used hybrid market, resulting in a decrease in the service life of these batteries. As such, the ministry decided to conduct the survey project. It also plans to send questionnaires to related companies and to persons with relevant knowledge and experience to gain third-party insight. (*Daily Automotive News Nov. 11 issue*)

ASEAN countries facing environmental issues as ELV generation on the rise

Yano Research Institute Ltd. released a report titled "Automotive Recycling in 6 ASEAN Countries 2014," which said surveys show that total ELV generation in Thailand, Indonesia, Philippines, Malaysia, Vietnam, and Myanmar came to 422,000 units in 2013.

The think tank forecasted ELV generation at 983,000 units in 2020, reflecting consideration that the average service life of vehicles is long and new vehicle sales are increasing in the six countries.

At present, total vehicle units in operation in the six countries' is at approximately 50 million units. Environmental concerns are becoming more of an issue, as the processes and infrastructure for the proper recycling of ELVs are not in place in ASEAN member countries. At the same time, an increase in ELVs is expected to increase

CO₂ Reduction Effect (based on Super-Line System)

The use of Reuse Parts saved

**2,988 tons of CO₂ emissions
in October 2014**

The reference figure represents the difference of carbon dioxide (CO₂) 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.

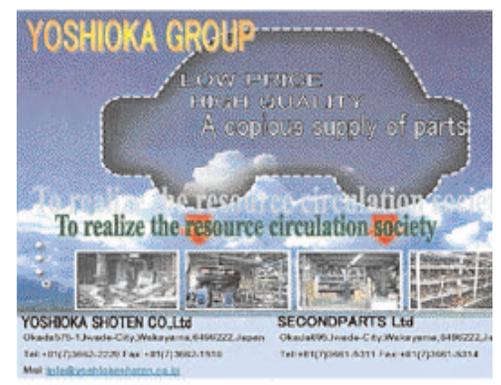
the generation of precious metals, such as rare earths, making resource collection, as well, an important undertaking. However, unlike Japan, ASEAN member countries have yet to see the establishment of proper processing operations, resulting in hopes being placed on development in the areas of both technology and knowledge.

In the field of automobile recycling, the gap is wide between developed and developing countries. At the International Roundtable for Automotive Recyclers, held in October in Kushiro, Hokkaido, shared recognition was reached on the need for Japanese and other developed countries' to take the initiative in building the basic structure of recycling system in developing countries. Meanwhile, also at the Kushiro gathering, Japanese domestic recyclers identified the possibility of business expansion in Southeast Asian markets. (*Daily Automotive News Nov. 13 issue*)

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Carec Corp. will also set up the end-user retail space for tires and wheels. The move is part of the company's efforts to strengthen its sales structure in a way that will encompass full range of customers.

Carec opens new warehouse

Major automobile recycler Carec Corporation is in the process of opening a new warehouse adjacent to its head office site in Iwaki City, Fukushima Prefecture to boost its recycled parts inventory and otherwise enhance the capacity of its facilities. The new warehouse will be exclusively used to store recycled parts for the Japanese market, while an earlier warehouse and plant will be used for inventory for overseas markets and for automobile dismantling work. At the same time, the company will set up an end-user retail

spaces for tires and wheels, thus strengthening its base of business by catering to both those related to the automobile business and to the general public.

Construction of the new warehouse commenced early this year on an approximately 10,000 square-meter site. The building, itself, has a footprint of 1,590 square meters. An automated storage-and-retrieval system and other major pieces of equipment were installed by July of this year. The company is now making final adjustments to

function-sharing between the new warehouse and existing warehouses. The new warehouse will increase the company's total parts inventory to 20,000 items from the current 15,000 items.

Inventory handling in the existing warehouse will be made more efficient by optimally applying positioning parts racks. This should allow the warehouse to maintain a constant volume of recycled parts equivalent to the capacity of two to three 40-foot ISO-compatible shipping containers.

The end-user retail space for tires and wheels, as a new initiative, will be set up in the existing warehouse. By introducing an attractive display and showcase for such parts, the company will promote its end-user-oriented efforts for increasing overall sales.

As the recycled parts business is facing tough conditions due to weak performance in both the new and used-car markets, the company decided to strengthen its business and services in valued-added areas. The expansion of its facilities and the stepping-up of its sales activities are part of the company's efforts to adopt a multifaceted approach to strengthening its sales structure in a way that will encompass a full range of customer bases. (*Daily Automotive News Nov. 11 issue*)

BEST marketing seminar focuses on image strategy and public relations

The BEST Recyclers Alliance recently held the final gathering of its five-part Marketing Seminar at JARA Corporation headquarters. The seminar was attended by 22 people representing management from the alliance's member companies.

At the seminar, participants learned corporate image strategy and public relations. JARA President Sosho Kitajima lectured on the effective use of business cards, which can be a potentially strong tool, as well as the company's promotional activities, which utilizes publicity through mass media (television, radio, the internet and local newspaper).

Kitajima also stressed the importance of taking a proactive stance toward

environmental issues, by suggesting examples such as visualization of CO2 reduction effect litter cleanup activities around the factories. Other topics he quoted upon included how to interact with local communities through factory visits, and what information to publicity promote.

The Marketing Seminar was designed to help improve the managerial and

organizational power of member companies, as well as to provide companies with a strong corporate culture that will allow them to survive. "You need to step further to promote your companies. Let's go forward to find a way to make your company different from others, rather than letting you simply compete on prices," said Kitajima. (*Daily Automotive News Nov. 6 issue*)



22 people from member companies joined the marketing seminar held at JARA Corp. headoffice

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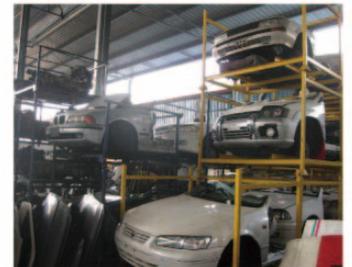
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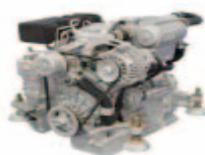
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