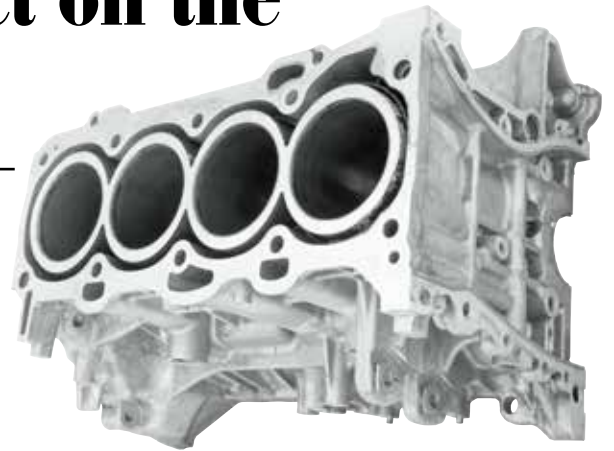


# Future Trends in the Automotive Parts Industry and their effect on the Die Casting Industry

Session Chairperson :Aisin Keikinzoku co., Ltd. Shinichi Asai



## SPECIAL LECTURE 1

### How to overcome the "plateau" phenomenon of the EV shift

Japan Electrification Research Institute, Ltd.  
President, Founder Kenichiro Wada

Entering the year 2024, I feel that the rapid EV shift may be undergoing a slight reversal. This phenomenon is a "plateau" of the EV shift, where issues are gradually identified in response to the rapid EV shift, and while overcoming these issues, the growth base slows down and progresses. In product life cycle theory, this is called the "plateau phenomenon" in which sales temporarily level off during the stage from growth to maturity. The author, who was formerly in charge of the development of the new-generation electric vehicle "i-MiEV" at Mitsubishi Motors Corporation and also served as a member of the executive committee of the CHAdeMO Council for Quick Charging, offers his thoughts on how to overcome the "plateau" phenomenon of the EV shift. I would like to share my thoughts on how we should respond to the "plateau" phenomenon of the EV shift.

## SPECIAL LECTURE 2

### Possibility of pursuing added value through new perspectives and multifaceted approaches.

~ "People-centered Manufacturing" and "Making Friends"

TOYOTA MOTOR CORPORATION  
HIDEHIKO KADONO

In recent years, the die casting industry has often reported the positive aspects of the transition and expansion from engine components to electrified parts and large die casting (GIGA casting), while the negative aspects of limiting the necessary technologies to commoditized areas in order to secure procurement freedom to respond to various changes in the manufacturing environment have relatively decreased Japanese manufacturing competitiveness. We would like to take this opportunity to look back on the path we have taken with many of you, and to discuss the potential added value we can bring to Japan through our "People-centered Manufacturing" and "Making Friends" efforts in order to improve the competitiveness of Japanese manufacturing.

## PANEL DISCUSSION and Q&A