

**Address
at the Opening Ceremony of
the 40th Tokyo Motor Show
on October 26, 2007**

**Carlo Sinceri
President of OICA
(International Organization of Motor Vehicle Manufacturers)**

His Imperial Highness Prince Tomohito of Mikasa,

Your Excellency Ms. Kanae Yamamoto, Vice Minister of Economy, Trade and Industry,

Your Excellency Mr. Tetsuzo Fuyushiba, Minister of Land, Infrastructure, Transport and Tourism,

Your Excellency Ms. Akiko Domoto, Governor of Chiba Prefecture,

Ladies and Gentlemen,

It is a great honour and a pleasure for me to be here, representing the International Organization of Motor Vehicle Manufacturers, and with you to open the 40th edition of the Tokyo Motor Show: 40 steps of a successful story, as proved by the large numbers of exhibitors and visitors.

And I like to congratulate all of you on the success of the Tokyo Motor Show.

Not by chance, the theme chosen this year is "Catch the News, Touch the Future". Automotive industry is asked to be innovative, to shape the future, to present well designed and exciting cars, affordable in price and running costs, to offer cleaner and safer products.

In other words, to meet the increasing expectations of our customers, who while visiting international car motor shows can touch the new "state of art" in our industry.

At this regard, the Tokyo Motor Show represents one of the most important exhibitions. On the other hand, Japanese automotive industry has a large worldwide success and Japan is one of the most highly demanding markets.

The automotive industry is the major investor in Research and Development, much more than any other single industry.

Through huge investments, in the past years new technologies have been adopted and vehicle manufacturers have achieved significant improvements in safety and environment protection.

In the developed markets, road traffic fatalities have been strongly reduced in the last 25 years: minus 30% despite an increasing circulating park.

Exhaust emissions have been dramatically reduced: around minus 85% since 1990.

Our cars have achieved a double-digit reduction in CO2 emissions since 1995 (to my knowledge, no other industrial sector has obtained comparable results), despite the impact of safety regulations on vehicles weight and of the changes in market demand towards larger cars.

But these results are just a step; challenges are going on.

The competition in the global market (not yet satisfactory in terms of fairness and protection of intellectual property rights) is getting fiercer; the global players, have to be present in the new developing countries and to defend production facilities and jobs in their domestic markets as well.

The legislative framework is more and more demanding. Sometimes we have to express our concern (to make government authorities aware of the feasibility of the objectives, in terms of time required and of cross impacts) but there is no doubt: our industry, thoroughly aware of its responsibilities as far as sustainable development is concerned, is fully committed to continually improve in safety and environment protection.

Today we have to face a crucial issue, the global warming.

Anthropogenic carbon dioxide emissions are a small part of the global CO2 emissions: 3.5 per cent according to a recent study by Roland Berger; our sector is responsible for 11.5 per cent of the anthropogenic emissions and then 0.4 per cent of the global ones.

Nevertheless, in spite of this low value, our industry fully supports the adoption of measures for the reduction of carbon dioxide emissions. But important reduction targets can not be achieved through new vehicle technologies alone.

Such a crucial objective requires the involvement of all relevant stakeholders; an integrated approach (like the Japanese "three-in-one") is mandatory.

The automotive industry will play its own role.

This year it will exceed the threshold of 70 million vehicles manufactured worldwide; if only it were a country, instead of an industrial sector, it would rank at the 6th place in the international economic panorama.

The automotive industry is strong enough to find the right answers and make individual mobility even safer and even cleaner.

It has not simply got a past to look back on: it relies on a future too.

But now, Ladies and Gentlemen, let the show begin.

I wish all of you a successful 2007 Tokyo Motor Show.

Thank you for your kind attention.