

## **【Program #7】**

# **The formation of automotive culture in Asia and the role of automobile museums**

12:35 - 13:40  
Thursday, 31st October

**Facilitator**

Akira Echizen  
Mitsubishi Fuso Truck and Bus Corp.

**Speaker 1**

Jaja Ishibashi  
Toyota Motor Asia Pacific Engineering and Manufacturing Co., Ltd.

**Speaker 2**

Colin Kiels  
Australasian Motor Museums Association

## **Mobility for All in Asia**

**Speaker : Jaja Ishibashi**

**(Toyota Motor Asia Pacific Engineering and Manufacturing Co., Ltd. )**

Examining the Formation of Automotive Culture in Various Asian Countries, considering the past, present, and future perspectives, by introducing specific vehicles tailored to the local conditions by automakers and discussing future expectations for automotive museums.

## **Australasian repositories**

**Speaker : Colin Kiels (Australasian Motor Museums Association)**

For approximately 150 years, the world has been "entertained" by automobiles in every sense of the word. The presenter introduces the genre of Historic Motors in Australia and New Zealand. They discuss the important role played by motor museums, their structures, the challenges of modern management, and the potential for future growth in the region when planning for the future.