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2024 World Forum for Motor Museums Japan Conference

Executive Committee Secretariat



Celebrating Japan`s Car Culture: 2024 World Forum for Motor Museums Makes its Asia Debut in Japan

The Japan Automobile Manufacturers Association (JAMA), which represents Japanese automakers, and the Japan Council of Science Museums, which includes the National Museum of Nature and Science, will jointly host the "World Forum for Motor Museums" (WFFMM) in Japan for the first time. This event will be held under an "All-Japan" framework from Tuesday, October 29 to Friday, November 1, 2024,

The conference on October 30 and 31 will feature eight discussions under the theme of "Onko Chishin" (Learning from the Past to Understand the Present), focusing on key topics ranging from the global popularity of Japanese cars from the 1980s to 1990s to current automotive heritage trends, the future of automotive museums, and uniquely Japanese perspectives.

The event featuring 36 vehicles from 12 domestic automakers and 2 motorcycle manufacturers takes place at the Toyota Automobile Museum in Nagakute, Aichi Prefecture. On November 1, participants will tour the Fuji Speedway and the Fuji Motorsports Museum in Oyama Town, Shizuoka Prefecture.

Michael Penn, chair of the World Forum for Motor Museums Secretariat, commented, "Given Japan's rich history in the automotive industry, its influence on popular culture, and the dynamic evolution of mobility, this is the perfect time to hold this conference in Japan."

The World Forum for Motor Museums, established in 1988 by Lord Montagu, the owner of the British National Motor Museum, as a venue for discussing various challenges faced by automotive museums around the world. It is held every two years, providing an opportunity to meet people who share a passion for motoring heritage.

"The conference theme 'Onko Chishin' is particularly relevant during this period of transformation in the industry, as it encourages us to reflect on what we can learn from the past and how we can apply it to the future," Penn added.

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