

Executive Chairman Nunogaki expressed his enthusiasm, noting, “I am delighted that this conference is taking place here in Japan, providing us with the opportunity to discuss and enhance the cultural significance of automobiles in our country.”



<Program>

プログラム	Content
#1	Why the Automotive Industry Thrived in Japan
#2	The Popularity of Japanese Classic Cars Overseas
#3	Examples of Digital Utilization and Balancing with Real Experiences
#4	Challenges and Innovations in Museum Management
#5	Heritage Activities of Japanese Automakers
#6	The Background of How Cars Became a Cultural Phenomenon
#7	The Formation of Automotive Culture in Asia and the Role of Automobile Museums
#8	Reflections on the Major Transformations 100 Years Ago and a Message for the Future

In Session #1, Takahiro Fujimoto from the Japan Automotive Hall of Fame discussed Japan's unique approach to manufacturing, comparing it with other countries and explaining the how the evolution of past production and innovation mirrors that of battery electric vehicles and software defined vehicles.

In Session #2, speakers from museums in the UK and the US introduced the popularity of Japanese cars from the “Rad Era” of the 1980s and 1990s, attributing it to generational shifts and the influence of Japanese pop culture.

In Session #8, the discussion focused on the history and culture of automobiles in America and Europe, drawing parallels between the current transformations in the automotive industry and the era of steam, electric, and gasoline vehicles from 100 years ago. Participants emphasized that cars transcend mere transportation, embodying significant social, economic, and cultural roles, and prompting a discussion about how to engage younger generations.