

Chairman's Message

I am honored to have been appointed Chairman of the Automobile Business & Culture Association of Japan (ABAJ) at the annual general meeting and board of directors meeting held on June 10, 2025.

The association was established in June 1946, soon after the end of World War II, with the aim of reviving our country's automobile industry and society. Upon assuming my position as chairman, I returned to the association's founding charter, which begins with the following words: "It is evident that automobiles are essential for sustaining people's way of life and enriching the nation's culture. In Japan, the restoration and development of automobiles is critical for providing a means of travel and transporting necessities."

From the country's postwar recovery, through the ensuing period of rapid economic growth, and up to the present, automobiles have been integral to the flow of people and goods, contributing greatly to the improvement of lifestyles and livelihoods.

When it comes to "enriching the nation's culture," however, I feel that automobiles can still do a lot more.

With this in mind, as ABAJ's chairman, I would like to focus my efforts on the cultural aspects—making cars the pride of Japanese culture.

Japan's automotive sector has a very broad reach, with 5.5 million people working in fields ranging from manufacturing to sales, maintenance, transportation, and related services. ABAJ is an industry-spanning association consisting of companies and organizations from nearly all of these areas, with over 160 members as of June 2025.

I hope that everyone involved with cars can work together to move the hearts of the Japanese people, so that they come to speak of cars as a part of Japan's culture.

In 2026, the Automobile Business & Culture Association will celebrate its 80th anniversary. Together with all of our members, I want to ensure that we keep building on that history. We look forward to your continued guidance and support.