

AUTOMOTIVE WORLD 2012 will take place in Jan. 2012 at Tokyo, featuring 3 fields crucial for development of eco-friendly vehicles



Tokyo, Japan -- The world's automotive industry is heading toward more eco-friendly vehicles. Attend [AUTOMOTIVE WORLD 2012](#) to find the latest trends/technologies on 3 crucial fields, "EV & HEV", "Weight Reduction" and "Automotive Electronics".

[Dates: Jan. 18 – 20, 2012 / Venue: Tokyo Big Sight, Japan]

<< TOPIC 1 >> Further escalating EV & HEV development race

Now that EV & HEV are becoming new mainstream in the industry, no automotive manufacturers can survive without being involved in the world's development race for eco-friendly vehicles. "[EV JAPAN – 3rd EV & HEV Drive System Technology Expo](#)" serves as the center of innovation, showcasing variety of backbone technologies for electric vehicles and hybrid automobiles, such as motors, inverters and secondary batteries.

Among 500* Exhibitors from all over the world, you can find the world's major players like DANA HOLDING, DUPONT GROUP, FUJI ELECTRIC, FURUKAWA DENSHI, HASETEC, HITACHI AUTOMOTIVE SYSTEMS, HITACHI, INTERSIL, MEIDENSHA, NICHICON, NIDEC, NITTOKU ENGINEERING, ODAWARA ENGINEERING, ROGERS, YASKAWA ELECTRIC, YAZAKI ... and many others. (* expected, figure of AUTOMOTIVE WORLD)

In addition, Automotive Manufacturers such as TOYOTA MOTOR, NISSAN, MITSUBISHI MOTORS, etc. will exhibit their latest electric vehicles and plug-in hybrid vehicles at "Electric Vehicle Exhibit Area" inside EV JAPAN.

EV JAPAN is the must-attend event for everyone wishes to stay at the forefront of the automotive industry.

For more information, visit www.evjapan.jp/en/

<< TOPIC 2 >> Another eco-friendly technology - Weight Reduction becoming more important to make fuel efficiency and travelling performance compatible.

Here is another approach to eco-friendly vehicles, other than EV & HEV. It's Weight Reduction and improvement of fuel efficiency achieved by that. Held in Japan leading the market with compact cars, a new exhibition is attracting huge attention in the industry – "[2nd Automotive Weight Reduction Expo](#)". With the world's automotive industry switching to compact cars and seeking for higher fuel efficiency, weight reduction technologies are getting more and more important.

2nd Automotive Weight Reduction Expo is the ONLY and the BEST platform where all kinds of products and technologies for weight reduction are showcased, such as Materials, Molding/Processing Technologies, Processing Equipments, Components/Modules, etc.

For more information, visit www.altexpo.jp/en/

<< TOPIC 3 >> Latest Automotive Electronics technologies also contribute to improvement of fuel efficiency.

At last but not least, Automotive Electronics technologies cannot be forgotten to discuss eco-friendly vehicles. To improve fuel efficiency, more efficient engine and in-vehicle systems still have crucial roles to play.

"[CAR-ELE JAPAN – 4th Int'l Automotive Electronics Technology Expo](#)" is Asia's leading exhibition for Automotive Electronics, expanding its scale every year since its launch in 2009. Varieties of components, materials, software, manufacturing equipment, testing technologies etc. are showcased here.

Visit CAR-ELE JAPAN and explore the latest technologies among exhibitors such as ...

FREESCALE SEMICONDUCTOR, INFINEON TECHNOLOGIES, MENTOR GRAPHICS, MITSUBISHI ELECTRIC, PANASONIC, RENESAS ELECTRONICS, RUBYCON, SUMITOMO BAKELITE, TELEMOTIVE, VECTOR, YOKOGAWA METERS & INSTRUMENTS, and many more.

For more information, visit www.car-ele.jp/en/

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