JAPAN AUTO PARTS INDUSTRY 2001

(7th Edition)

Brown & Company Ltd. / Yano Research Institute Ltd.

The Strategic Tool to Understand and Access the Japanese Auto Parts Market

The Japanese automotive industry is facing several critical challenges.

In this, the 7th Edition of Japan Auto Parts Industry (previously The Structure of the Japanese Auto Parts Industry), we try to indicate and forecast what this means for automotive and auto parts players, both in Japan and internationally, and in particular what new opportunities exist for foreign players.

The dynamics of the market:

- The Japan automobile and auto parts market/industry.
- Trends in domestic production/supply, exports and imports.
- Offshore manufacturing
- Globalisation and new strategic alliances/realignments
- Dissolution of traditional "Keiretsu" relationships.
- Advent of common use platforms and parts, IT, environmental-friendly technology.
- Rationalisation and cost-cutting programmes.
- Polarisation of auto parts suppliers.
- Advent of foreign capital and foreign players.

Profiles of the 11 Japanese automakers:

- The role of globalisation in domestic and overseas strategies/activities.
- Development of manufacturing bases at home and overseas.
- New trends in domestic and international supply.
- New cost-cutting, rationalisation and international imperatives.

Who supplies whom and with what parts:

- List of each automobile manufacturer's associations and suppliers.
- Overseas parts procurement.
- Organisation charts of automakers' purchase divisions.

Directory of major auto parts manufacturers:

- 666 auto parts manufacturers in alphabetical order.

Overseas Investments by Japanese automobile and auto parts manufacturers:

- 1,597 overseas subsidiaries and joint ventures.
- 173 automobile manufacturers' overseas investments.
- 1,424 auto parts manufacturers' overseas investments.

Who to contact in Japan

"Our Business is Your Success in Japan"

Yano Research Institute Ltd., and **Brown & Company Ltd.** are pleased to announce the publication of the latest (7th) edition of **Japan Auto Parts Industry** (previously The Structure of the Japanese Auto Parts Industry). For over 20 years, this has been the leading English language publication on this subject, and has been regularly used by major players in the global automotive business.

Yano Research Institute Ltd. was founded in April 1957 and incorporated in March 1958. The company has unrivalled research resources, which ensure that in the very rapidly changing automotive industry sector its joint team has assembled and analysed the very latest and accurate information. Yano Research Institute provides market research services in data acquisition, analysis and consulting, and support for Japanese industry. For more than 40 years, Yano Research Institute has closely followed significant industries and used the data to publish 250 or more comprehensive research reports annually, including the **Market Share in Japan** (the 22nd edition for the latest, and the 23rd edition is planned for July 2002), the most comprehensive reference to the diverse Japanese industries covering more than 500 hundred product categories. Yano's market reports typically include estimates of market size and identification and analysis of particularly fast growing or high profit companies, yielding a comprehensive picture of the overall aspects of each industry segment covered. Studies are both customised and multi-client. Yano Research Institute's clients include central and local Government agencies, trade and other associations, and private companies in various commercial and industrial sectors, including the auto parts industry.

Brown & Company Ltd. (formerly Dodwell Marketing Consultants Ltd., established in 1967), brings an unrivalled expertise in anticipating Japan's changing business realities and identifying new market opportunities and strategies. Brown & Company Ltd. has in recent years undertaken market research for leading multinationals in the automotive, financial, food and beverage, distribution, industrial goods sectors. Market access-related studies have been conducted on behalf of Government-related and industrial institutions in the US, EU and elsewhere. The above have been supported by Brown & Company's library of unique and authoritative publications – of these, the best known are **Industrial Groupings in Japan** (the ultimate reference on Japan's changing business scene, now in its 30th year: the 14th edition was published in September 2001), and Japan Auto Parts Industry (Brown & Company Ltd. decided to tie-up with Yano Research Institute Ltd. for the publication of the 7th edition). The company establishes and manages cost-effective representation in Japan on behalf of selected clients.

Yano Research Institute Ltd., and Brown & Company Ltd. believe that their particular skills and experience uniquely complement each other. Their joint publication is the most stimulating and in-depth look at the Japan Auto Parts market ever conducted in any language, drawing on the long experience of both companies in this key segment, currently in the throes of major domestic and international upheaval and change.

Japan Auto Parts Industry 2001 (7th edition) is a "must" for every organisation, corporation or private individual with an interest in this critical, evolving, global subject.

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