

Iwate "Showcase car" project

"Iwate Center of Development for the Novel Human- and Eco-friendly Vehicles"
Regional Innovation Strategy Promotion Project

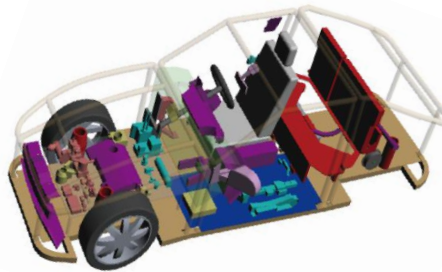
Purpose of the project

Grasp the big picture of components, mechanism and research activities of Iwate

Limited entry from
"design development" phase
(subcontract)

Planning development
strategy and entry strategy
(proposition)

Display various
technical capabilities
in a vehicle frame



Outcome ① <Focus on components>

- ◆ Conscious component fabrication process, and change into technology- themed companies
- ◆ Use as strategic tools for self-developed technology

Technology 'A' plus technology 'B' could worth something valuable...

Outcome ②

<Alliance relationship through innovative idea>

- ◆ Develop components and mechanism through government academic-industry partnership
- ◆ Propose components through academic-industry partnership
- ◆ Facilitate partnership with companies and organization outside Iwate/Tohoku area

Display actual components, rather than item description

Outcome ③ <Potent advertising tool>

By displaying actual components -

- ◆ Provide a fresh perspective of marketability and propose collaborative researches with suppliers
- ◆ Facilitate further transaction with suppliers
- ◆ Motivate new supply-chain

Project Execution Plan

STEP1

- Presentation of seminar through academic-industry partnership
- Human resource development for mobility production

Overall visualization of components, mechanism, and research activities of Iwate

STEP2

Proposing development of components and mechanism

STEP3



Deliver our technical capabilities -
from Iwate to the world!