



JAPAN AUTOMOBILE MANUFACTURERS ASSOCIATION, INC.

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Tokyo, 4 February 2005

Mr Horst REICHENBACH
Director General
DG Enterprise and Industry
European Commission
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ENTR / F / 1	N	A / 4744	
Recu:	15 FEB. 2005	Date: 20/02/05	
Original	[REDACTED]	Copie: [REDACTED]	
Action	info	Classer	Circ.

Subject: CARS 21 initiative

Dear Mr REICHENBACH,

The Japan Automobile Manufacturers Association (JAMA) warmly welcomes the launch of a group set up to improve and strengthen the competitiveness of the European Automotive industry. JAMA fully supports the CARS 21 initiative who will try to find a better balance between EU policy objectives and regulation on the one hand, and the continuous improvement of the competitiveness of the European Motor industry on the other.

As you may know, JAMA's members have been building and producing cars in Europe for more than a decade now. With 18 production facilities and 15 Research & Development centres in the EU, producing 1.245 million vehicles in 2003 and employing directly and indirectly more than 201,500 persons, Japanese manufacturers are firmly established in the EU and integral part of the European Automotive industry.

In this respect, I would be delighted if you could consider how JAMA could contribute in a significant manner to the CARS 21 objectives. Having highly productive plants in the EU, Japanese manufacturers could, as part of CARS 21 Group, bring a very valuable contribution to it.

I would be very pleased to hear your views on this and remain,

Yours sincerely,

