

Collaboration
for Future Mobility

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EXHIBITION INFORMATION

5/27^{WED} 10 AM - 5 PM
5/28^{THU} 10 AM - 5 PM
5/29^{FRI} 10 AM - 5 PM
PACIFICO YOKOHAMA
Exhibition Hall-North
ONLINE STAGE 1 5/19^{FRI} 6/9^{FRI}

Registration Required
From Wednesday, April 1
Organizer:
Society of Automotive Engineers of Japan, Inc. (JSAE)

Process for Your Visit Please complete your pre-registration before arriving. This exhibition requires pre-registration (free). Please pre-register using the "QR code" or "URL". No on-site registration available.



Japan's largest automotive technology exhibition
Total exhibition area approx. 26,500 m²
exhibiting companies Over 550
booths Over 1,500

*Total exhibition area refers to the combined area of Exhibition Hall North. Number of booths and exhibitors are projected figures as of Fri, February 20.

- JSAE Special Exhibition North 1F
- JSAE Special Presentations Annex Hall F201+F202
- General Exhibition North 1F Exhibition Hall / Exhibition Hall 1F Concourse
- Chief Engineer Presentations Annex Hall F201-F202
- Exhibitors Seminar Harbor Lounge A
- Forum YOKOHAMA Annex Hall F203-F206



JSAE Special Exhibition

The Future of Cars and Mobility Created Through Integration with New Technologies — Automotive Technology Innovated Through DX and Co-Creation —

AI, Big Data, Cloud, Robotics — The automotive industry is undergoing a profound transformation driven by technologies unlike any before. We are standing in the middle of the center of this transformative era, where the fusion with new technological domains—beyond the evolution of autonomous driving and telematics—is creating new value and services, leading the way for future mobility. This exhibition features special exhibition and presentations organized around three perspectives: the evolution of the car enabled by DX, the evolution of the society and services surrounding the car, and the evolution of manufacturing. Experience the potential for new co-creation that transcends conventional boundaries.

Event Service Contractors (alphabetical order)
Adacotech Incorporated / AINIS CORPORATION / AMD Japan Ltd. / DAIKIN INDUSTRIES, LTD. / Dynabook Inc. / FUJITSU LIMITED / Hitachi, Ltd. / Hitachi Plant Services Co., Ltd. / Nissan Motor Co., Ltd. / Spakona K.K. / Subaru Corporation / Sumitomo Rubber Industries, Ltd. / T2 Inc. / TIS Inc. / TOSHIBA SYSTEM TECHNOLOGY CORPORATION / Toyota Motor Corporation / Toyoda Gosei Co., Ltd. / ZENRIN CO., LTD.



JSAE Special Presentations

Lectures are based on the themes of JSAE Special Exhibition. Early reservations available exclusively for JSAE individual members fm. Wed, April 1 to Wed, April 8, and check your JSAE Member My Page for details.

Annex Hall F201+F202 (Capacity: Approximately 300 attendees)

5/27 WED 10:30-11:30

Trends and Outlook of METI's AI Policy



Ministry of Economy, Trade and Industry
AI Industry Strategy Office,
IT Industry Division, concurrently
IT Innovation Division,
Commerce and Information Policy
Bureau/Director

Takuya Watanabe

The Ministry of Economy, Trade and Industry (METI) categorizes AI as a pillar for future growth and is implementing comprehensive initiatives, including promoting utilization, human resource development, advancing governance, and domestic AI development. This session will present these policy trends and future outlook.

5/28 THU 10:30-11:30

Factories Where Humans and AI Evolve Together - Next-Generation Manufacturing Created by Digital Twins



Institute of Science Tokyo
Institute of Integrated Research /
Professor

Katsuki Fujisawa

This presentation explores the "Factory Where Humans and AI Evolve Together," leveraging digital twins and CPS infrastructure. It introduces the concept of "CPS 2.0," which evolves from data integration and visualization to autonomous optimization and control through AI and quantum technology. Beyond technological innovation, we propose a next-generation manufacturing strategy that also achieves worker well-being.

5/29 FRI 10:30-11:30

Regional Transportation DX Promotion Project "COMmmONS" Initiatives



MLIT
New Mobility Service Division,
Director

Yuya Uchiyama

How can we resolve the "siloed" challenges facing regional transportation and build sustainable transportation systems? We introduce the Regional Transportation DX Project "COMmmONS (Commons)"—a new initiative by the Ministry of Land, Infrastructure, Transport and Tourism (MLIT) aiming to eliminate "transportation gaps."

5/27 WED 13:00-14:00

Transformed by SDVs: Designing and Producing Next-Generation Mobility, and the Impact on the Automotive Parts Industry



Professional University of Electric Mobility Systems
Associate Professor, Electric Mobility Systems Specialist
University / Journalist / Strategist

Yumi Kawabata

A once-in-a-century wave of transformation is coming in the automotive industry. Among these shifts, the trends toward electrification and SDV-enabled connected cars represent a massive upheaval capable of reshaping the industry structure. This presentation will clearly explain the fundamentals of SDV and the future vision for the mobility industry enabled by data and AI, illustrated with real-world examples.

5/28 THU 13:00-14:00

Technology Development Toward the Realization of Level 4 Autonomous Truck Hub-to-Hub Transportation Services



T2 Inc.
Head of Technology Development
Division

Yuki Tsuji

Toward the realization of Level 4 autonomous truck long-haul transportation services, this presentation introduces the current status of T2's cutting-edge autonomous driving technology development and discusses future challenges from the perspectives of driving technology, operational design, and safety assurance.

5/29 FRI 13:00-14:00

The Impact of Generative AI on In-Car Experience



Microsoft Japan
Mobility Services Business Division
Chief Industry Technology Lead

Yutaro Ishiguro

As the world's largest AI company, Microsoft is driving transformation. This presentation will cover a wide range of use cases, from AI applications in the automotive industry advancing SDV (Software-Defined Vehicle) to AI implementation in the in-car experience (ICE). We will also propose the essential product value that automotive companies need.

Chief Engineer Presentations

Vehicle developers share their passion and dedication to car manufacturing. Early reservations available exclusively for JSAE individual members fm. Wed, April 1 to Wed, April 8, and check your JSAE Member My Page for details.

Annex Hall F201+F202 (Capacity: Approximately 300 attendees)

5/27 WED 15:30-16:30

The Appeal and Refined Practical Performance of the New Nissan LEAF



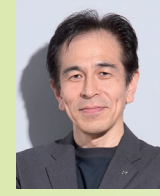
Nissan Motor Co., Ltd.
Product Development Division No.2
Product Development Department No.2
Project Management Group No.1
Deputy Chief Vehicle Engineer

Hiwatashi Shinji

The third-generation Nissan LEAF builds on sales of 700,000 units and 28 billion km of driving data to evolve the smooth, powerful acceleration unique to EVs and enhance EV practicality. This presentation introduces innovations including high aerodynamic performance developed under the banner of efficiency pursuit, a new powertrain, an integrated thermal management system, advanced driver assistance technologies, and EV-specific Google navigation.

5/28 THU 15:30-16:30

The New-Generation SUV Focused on Daily Use: The New CX-5



Mazda Motor Corporation
Product Development Div.
Program Manager

Koichiro Yamaguchi

Developed under the concept of "New Generation Emotional Daily Comfort," the all-new CX-5 features an exciting design and driving experience, a comfortable interior space and ride quality, and an easy-to-use interface. The development leader will introduce the appeal of this model, thoroughly focused on daily usability.

5/29 FRI 15:30-16:30

Development of Suzuki's First Battery EV: The e-Vitara



SUZUKI MOTOR CORPORATION
Chief Engineer, B&C segment BEV
Line 1, BEV Line B&C segment Div.

YOHEI OMAE

Suzuki launched its first mass-produced battery electric vehicle (BEV), the "e-Vitara," in Japan in January 2026. The e-Vitara is the first model in Suzuki's global BEV strategy, set to expand beyond Japan to markets including Europe and India. This presentation will introduce the e-Vitara's features, development objectives, and key technologies.

The presentation will be delivered at the exhibition venue and via archived streaming. Advance reservation is required on the official website for on-site attendance. Archived streaming is scheduled from Tue, June 2 to Tue, June 9. *JSAE member-only streaming is scheduled for Wed, June 10 to Wed, June 17.

Related Events on 2026 JSAE Annual Congress (Spring)

3F & 4F in North and other places

2026 JSAE Annual Congress (Spring) will be held from Wed, May 27 to Fri, May 29 at Pacifico Yokohama. In addition to academic conference, a Keynote Address and a Student Poster Session and other related events will be held during the conference. Please check the webpage for details.

Event Overview ▶ <https://en.jsoe.or.jp/taikai/2026haru/outline/>

Forum YOKOHAMA

Early reservations available exclusively for JSAE individual members fm. Wed, April 1 to Wed, April 8, and check your JSAE Member My Page for details. [Registration Required] *Free

Annex Hall F203-F206

On-site lectures introducing the latest trends and future outlooks in automotive technology, industry, and related fields will be held. Please check the official website for the detailed program.

	9:30-13:00	14:00-17:30
5/27 WED	F203 F204 [Y1] Motorsports Forum "Motorsports Technology and Culture" Organized by: Motorsports Division Committee	[Y2] Circular Economy and Recycling Value -Focusing on Metrics- Organized by: Recycling Technology Division Committee
F205 F206	[Y3] Cars that think and communicate - Toward mutually understanding vehicles for highly automated driving - Organized by: Electronics Technology Division Committee Autonomous Driving Technology Division Committee	[Y4] Recent Trends Toward Electrified Roads (Wireless Power Transfer During Driving) and a Smart Mobility Organized by: Wireless Power Transfer System Technology Committee
5/28 THU	F203	[Y5] Messages from Active Engineers to Young People: 'The Engineer's Path × The Future of Motorcycles' Organized by: Motorcycle Motion Characteristics Division Committee
F205 F206		[Y6] Social Transformation and Next-Generation Mobility Organized by: Mobility Society Division Committee
5/29 FRI	F203 [Y7] The Cutting Edge of Automotive Cybersecurity Organized by: Cybersecurity Lecture Planning Committee Cybersecurity Technology Division Committee *This session only: 9:30-12:30	[Y8] Toward Innovation in Automotive Development through Model-Based Development and Model Distribution Organized by: Automotive Control and Model Research Division Committee
F204	[Y9] 'Co-creation' 'Collaboration': Shaping the Future of Manufacturing and Service Creation with AI and Digital Twins Organized by: Production and Processing Division Committee	[Y10] Frontiers in Engine Combustion Simulation Technology for Carbon-Neutral Fuels Supporting Multi-Pathways Planning: CFD Technology Division Committee
F205 F206	[Y11] How Should We Engineers Confront an Uncertain Future for a Sustainable Automotive Society? Organized by: Sustainable Automotive Society Study Committee	[Y12] Realizing a Sustainable Mobility Society: Latest Trends in Materials Technology Organized by: Materials Division Committee

Keynote Address Conference Center 1F Main Hall

5/28 THU 17:00-18:00
Human-AI Integration



The University of Tokyo
Graduate School of Interdisciplinary Information Studies
Professor
Junichi Rekimoto

JSAE Annual Party (Registration Required)

5/28 THU 18:15-19:45



The JSAE Annual Party will be held as an opportunity for engineers and exhibitors to deepen their networking. Those wishing to attend should register via the Spring Conference website.

*Invited guests attend free of charge; separate invitations will be sent. *Similar to the academic lectures, cancellations after Tue, May 19 are not possible.

Conference Center 3F

