

Title (tentative)

Ask the Expert Leaders! What JATCO Needs to Promote Electrification

Subtitle

Interview with EL Onoyama, a leading expert in electrification unit systems, Development Division

Thumbnails



Text

The automotive industry is shifting to electrification at a rapid pace. JATCO has also made the promotion of electrification one of the three pillars of its CEO policy and is making steady progress, but further acceleration is required in the future.

This issue features an interview with Taiichi Onoyama, Expert Leader (EL) of the Development Division, a leading expert in the field of electric unit systems. We interviewed EL Onoyama about what he thinks is necessary to accelerate JATCO's electrification and how he approaches his daily work.

Mr. Onoyama's Career



Name: Yasukazu Onoyama
Role: Development Department Reviewer (K00)
Affiliation.
Electric Unit System
Expert Leader
Biography:
1990 Joined Nissan Motor Co.
Engine Main Motion Component
Design
1997 Advanced development of electric
powertrain system
Served in HEV project development

Onoyama EL

Memories of the ✓ Nissan Era and JATCO

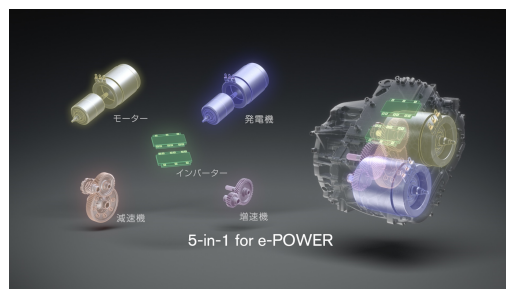
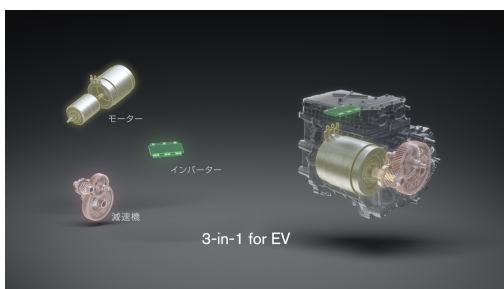
When I first joined Nissan 33 years ago, I was assigned to heat treatment in the current Fuji 2 district for factory training. I still remember well how beautiful Mt. Fuji was on my first day of assignment (laugh).

Ask EL Onoyama!

We talk to EL Onoyama about JATCO's electrification efforts. JATCO is making strides toward electrification, with many of its engineers being transferred to Nissan Motor Co.

Q: What kind of state would JATCO like to be in after the shift to electrification?

First, as a Tier 1 supplier, JATCO will introduce the e-Axle unit, which integrates a motor, inverter, and gearbox, to the market and establish a track record. Then, we will expand sales by providing vehicle manufacturers and customers who drive electric vehicles with JATCO's unique value.



Electrification unit for EV (3in1) Electrification unit for e-POWER (5in1)

Q: What is JATCO's current level of electrification?

Although it will be a little while before we have actual results in the market, as a stage before launching the unit under development in the market, I think we are now in a situation where we are gradually accelerating toward the first "hop" step in a three-step "hop, step, and jump" analogy.

Q: What are the key points driving electrification?

First, for the "hop," the gearboxes that have already delivered products, and the integrated unit that includes the motor and inverter, must be firmly reflected in the product by utilizing JATCO's strengths to date. Our strengths are gear technology and puckering technology. I believe that JATCO's strength lies not only in gears, but also in the ability to successfully integrate and package various components.

The next "step" is to maximize the competitiveness of the motor inverters that make up the unit with the supplier.

We want to make a clean "jump" at the end, and I think it is important to enhance the image of what we want to achieve and at the same time identify the competition during the helping run.



Interviews

Q: What do you need to do to hone those key skills in the future? What points should employees be aware of in their daily work?

In order to take advantage of our current strengths, it is essential that we properly understand what we need to accomplish (the demands of higher levels). We must never be passive, but must take responsibility to agree and agree. And in order to make a cleaner "jump" than your competitors, you must gather all the information you can anyway to win. Even in athletics, it is not a time when you can win by being indifferent to technological innovations in shoes and clothing. You have to ask yourself, "What are engineers in the same position as me at my competitors doing right now?" as a normative model, and start by constantly checking what is missing now, such as "they are using Python*," "they have completed benchmarking," or "they are adopting new construction methods. And once you have information on competitive trends, be sure to ask, "Why do they do that?" and verify it by making your own hypothesis. However, if you are alone, you tend to be buried in information, so we would like to promote open discussion by ZASSO together.

*Phython: A type of programming language. It is used as a business improvement tool.

Q: What is one powerful word you would like to say to your employees?

I actually have no experience in athletics (laughs), but I hope you get the picture. Competitors' e-Axle have been launched one after another in the market recently, but there are many competitors who have finished flying the first trial run. JATCO's e-Axle is like a second attempt, adding JATCO's strengths to Nissan's EV experience. Let's make the jump and show them off! And let's gather solid information and strategies for the next and the next.

Just like a game, it is more interesting to make your own strategy and complete the game than to aim aim aimlessly at a given goal. Let's work together to release products that will lead the world in electrification!

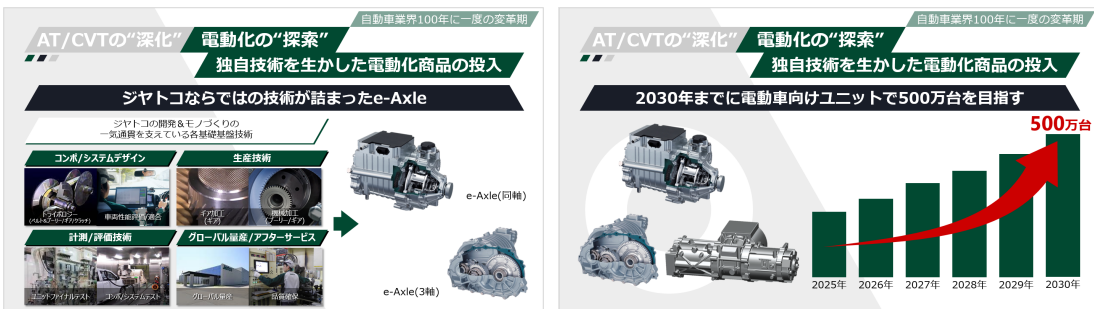


Let's make the jump and show them the power of JATCO!

Lastly, a review of JATCO's electrification current status

To better understand the EL Onoyama interview, let's review the current status of JATCO's progress toward electrification. At the Automotive Engineering Exposition 2022, CEO Sato declared that by 2030, JATCO aims to produce 5 million electrified units a year, which are filled with JATCO's unique technologies.

In addition, Nissan's long-term vision Nissan Ambition 2030 (news release on November 29, 2021) mentions, "With regard to the evolution of the e-powertrain, we are working with our partner JATCO to develop technologies that will reduce weight and improve efficiency."



Briefing Material for Human Technology Exhibition @ Exhibit From Human Technology Exhibition 2022