

# A sign of budding from Yokohama



The 2025 YOKOHAMA Automotive Engineering Exposition (hereinafter referred to as "Human-Tech") was held at Pacifico Yokohama in Yokohama City, Kanagawa Prefecture from May 21st to 23rd. JATCO promoted the budding of electrification and new businesses by occupying its booth location "the largest it has ever been" (according to a related party). A large crowd gathered at the booth to see the products that were about to be released on the market. In addition, the local tour for employees' "Human Technology Walking" program is back for the first time in two years! The video version, which focused on the highlights, was viewed 1,200 times, exceeding last year's total.

## **50 media representatives gathered early in the morning**

CEO Sato held a press briefing before the general opening on the first day. This marks the fourth consecutive year that Human-tech has held the event, and once again, approximately 50 media representatives from over 10 companies, including TV stations such as TBS, The Nikkei, Shizuoka Newspaper, and Nikkan Jidosha Shimbun, as well as national and local newspapers and specialist magazines, gathered. During the press conference following the briefing on JATCO's electrification and the "sprouts" of new businesses, many questions were thrown at him, with CEO Sato saying, "I feel like a celebrity every time." Many articles were

published on the day, and reports about JATCO's efforts spread across Japan.



(From left) Press briefing and interview

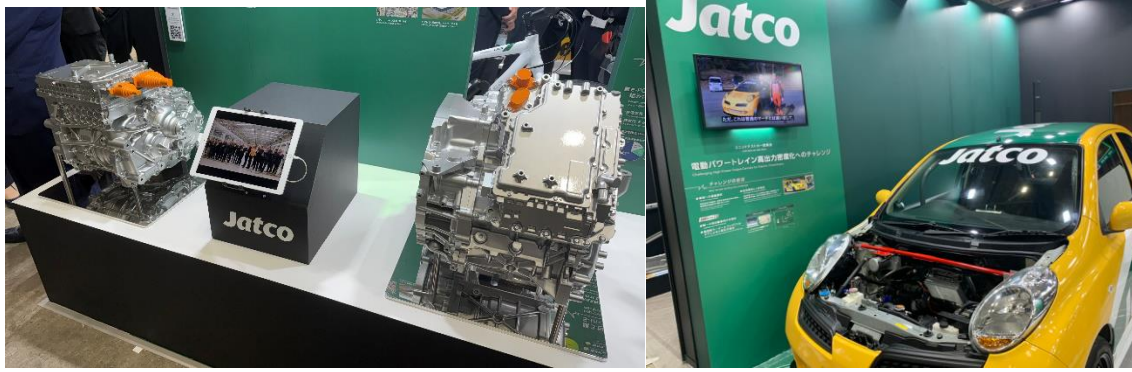
### **A crowd gathers around the black-based booth**

The theme of the booth was "Electric powertrains and a year marking the market launch of new businesses." On display will be a "3-in-1" drive unit for electric vehicles, a "5-in-1" drive unit for e-POWER, a unit test car equipped with the original "e-Axle (ultra-compact)", a 2-in-1 drive unit for electrically assisted bicycles, a bicycle equipped with a drive unit, and a 2-speed automatically variable in-wheel motor drive unit for electric motorcycles (actual model). Furthermore, the booth design was based on a black base, a first for JATCO, and its position, visible from the entrance to aisle B of the venue, was a great advantage, attracting crowds every day.



(From left) JATCO booths in 2024 and 2025

The X-in-1 exhibited on the main aisle particularly attracted attention. In addition to the 3-in-1 that will be installed in the new Nissan Leaf, the 5-in-1 that will be installed in the third-generation e-POWER also attracted a constant crowd, as the new Elgrand will be launched in the Japanese market. According to the survey, the booth's evaluation increased by 5% compared to the previous time. The categories of "trustworthiness" and "technical competence" that measure corporate image also improved.



(From the left) X-in-1, ultra-compact on-board unit test car



(From the left) Electrically assisted bicycle with drive unit, 2-speed automatic in-wheel motor drive unit for electric bikes

As a customer's comment,

**"The third generation e-POWER seems to be a great vehicle and I'm looking forward to it."**

**"We are continuing research and development into the future beyond X-in-1, and it's amazing how the technology has reached a level where it can run a car. The e-Axle is really small."**

**"I was surprised to see that it has come to the point where it can be introduced into new areas such as two-wheeled vehicles."**

**"I was surprised at how big the electric bike market is in China. I hope the business grows big too!"**

We received positive feedback such as:



### The guides giving detailed explanations

Mr. Kanno from the Second Experimental Group, who was in charge of the ultra-compact e-Axle, said, "We realized that different customers have different needs, so we will take that into account when we carry out our development work," and Mr. Kikuchi from the Project Promotion Department, who was in charge of the X-in-1, said, "There were a lot of people who were interested in the e-Axle. I will take home what I learned from this experience and think about how I can contribute to customers and use it in my next job."





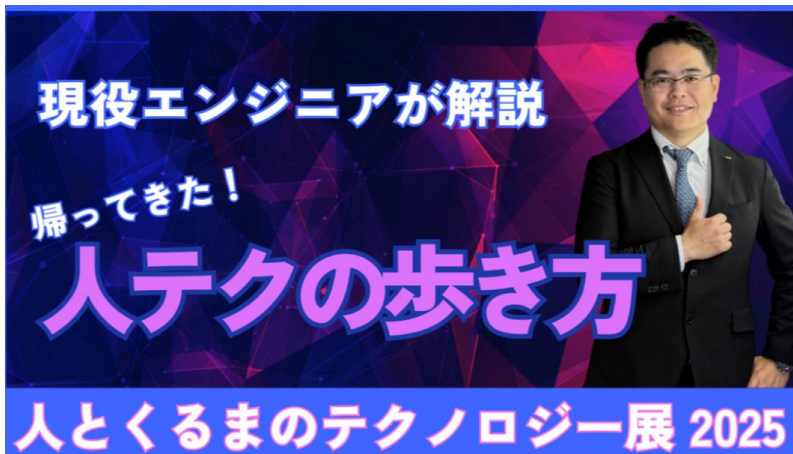
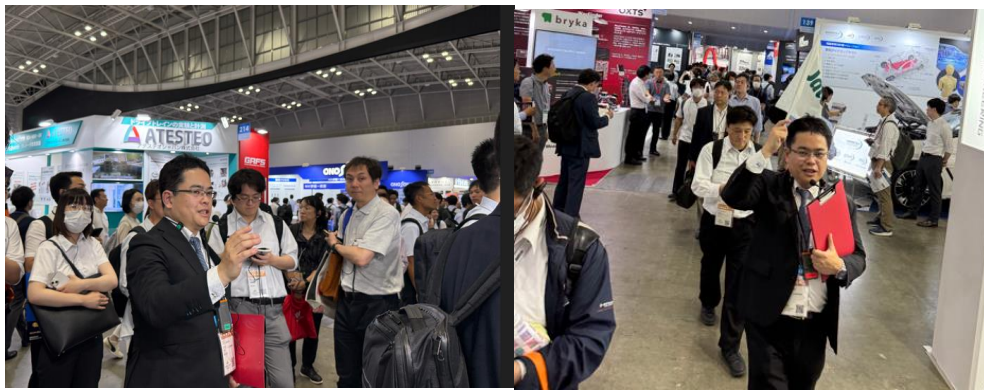


(From top) Guides on the first, second, and third days. thank you for your hard work

### **I'm back! How to walk with people technology**

Human technology is not only aimed at external parties. In order to foster an External Mindset, one of the values in our corporate philosophy, we held an event for employees on the first day. Mr. Fujikawa from the Innovation Technology Development Department introduced the booths of 14 companies. The easy-to-understand explanations by the active engineers and the Kansai dialect were well received, with comments such as "It was easy to learn because the pace was good and I could get the information I wanted to know," and "It was really helpful for the liberal arts-based office worker to improve my understanding." I would like to participate again next year," with a satisfaction rate of 95%. In addition, a video prepared for those who were unable to attend in person has been viewed 1,200 times. **"I watched the video carefully."** "I thought this was better than going to the actual site" (a certain executive), and we also received words of praise. Thank you to all the other booth staff who cooperated and gave us permission in advance! We appreciate your continued cooperation.





"How to Walk in Human Technology" by Fujikawa. He also takes the lead role. The videos are also popular

The "Automotive Technology Exposition 2025 YOKOHAMA" came to a close in the blink of an eye. I think many people were able to sense the budding of JATCO. There are still many "Spring" items that we were not able to release this time. We will be following the progress of each item on My JATCO, so please stay tuned!