



“くるまからモビリティへ”の技術展 2025

KuruMobi Tech Expo - from Cars to Mobility

ENTRY GUIDE

Online Exhibition

NOV. 26^{WED} - DEC. 19^{FRI} 2025

In-Person Event

DEC. 10^{WED} 2025

Organizer : Society of Automotive Engineers of Japan, Inc. (JSAE)





NOW, ALL EYES ARE ON REDEFINING MOBILITY

- BEYOND MOBILITY TO NEW EXPERIENCES -

Beyond the boundaries of the automotive industry, innovators from technology companies, service providers, startups, and major corporations are all focused on redefining mobility.

This event, which elevates the insights gained from online exhibitions into real-world experiences, promotes cross-industry collaboration and is an excellent opportunity to establish your company's position in the next-generation mobility market.

Join the visionaries gathered here to fuse technology and ideas, envision the future of mobility experiences, and become part of an ecosystem that drives tangible business results.

As the redefinition of mobility gains momentum, the ability to position yourself at the center of this trend will determine the success or failure of your business.

We invite your company to join us as a player in co-creating the future of mobility at this historic turning point.

CONCEPT – BACKGROUND OF THIS EVENT

The automotive industry is undergoing a transformation from **"cars to mobility,"** and with the acceleration of **DX** and **GX** toward achieving **carbon neutrality by 2050**, it is urgent for Japan to strengthen its international competitiveness by bringing together the cutting-edge technologies it possesses in various fields, collaborating across boundaries, and working together as a nation to address challenges and evolve.



Enhancing Mobility Spaces

DX Revolution through Autonomous Driving and Software-Driven Intelligence



Integration with daily life, living, and the environment

Promotion of EVs, transition away from fossil fuels, and other sustainability-focused GX transformations

Mobility

Improving fuel efficiency

Average fuel efficiency of gasoline vehicles
2011: 17.8 km/L -> 2022: 24.3 km/L

Hybrid Vehicle (HV) Penetration

Number of hybrid vehicles in Japan
2011: Approximately 1.4 million -> 2022: 10.8 million

Improved safety performance

Automatic braking, 360-degree cameras, etc.
Number of traffic accident fatalities
2011: 4,691 -> 2022: 2,636

DX

GX

Mobility is
evolving toward
two-axis systems

Mobility space

Autonomous driving level 4

Practical application of driverless
taxis and transportation

Cybersecurity

Measures against external intrusion

SDV

(Software-Defined Vehicle)

OS updates

EV/PHEV proliferation

Rapid increase in global sales
2018: 2 million units -> 2024: 17 million units

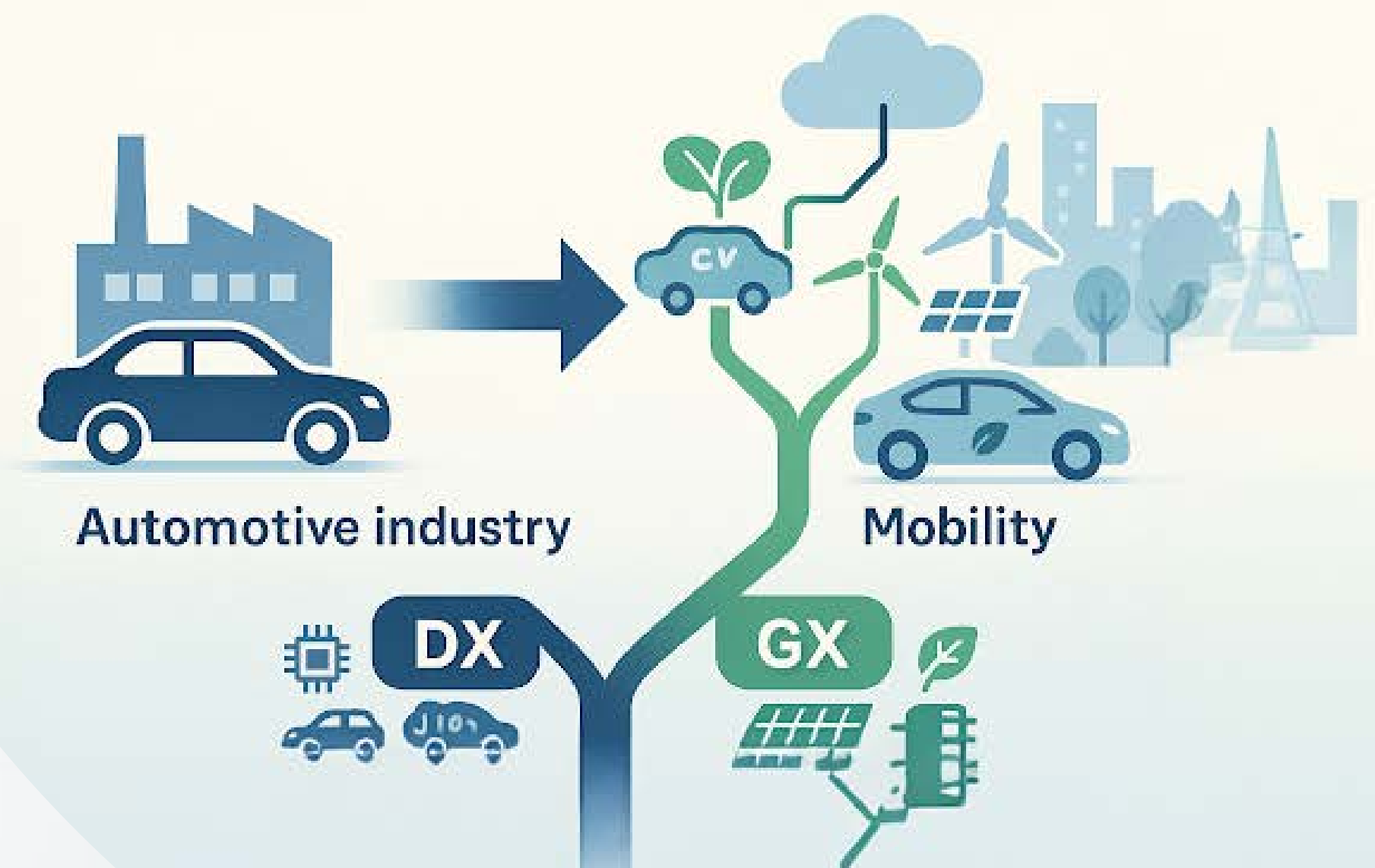
Lifestyle

Smart Cities

Role as an energy source

The emergence of FCVs

The development of fuel cells will usher
in an era of hydrogen-powered cars.



CONCEPT – PURPOSE OF THIS EVENT

The Society of Automotive Engineers of Japan (JSAE) leverages its expertise as an academic organization to identify areas closely related to future mobility, and hosts the "KuruMobi Tech Expo - from Cars to Mobility" as a platform for providing technical information and fostering collaboration and exchange among industry, academia, and government.

This event will focus on the following two points to further develop the event.

1. Collaboration opportunities across industries

- Creation of new services through collaboration between automotive manufacturers and tech companies
- Innovation through the integration of software developers and manufacturers

2. Strengthening Japan's competitiveness

- Creating new value through the integration of Japan's manufacturing technology and global IT
- Developing next-generation mobility by leveraging Japan's expertise as an automotive powerhouse

This event will serve as a hub for exchanging ideas on mobility business in the new era, providing participants with opportunities to find new business partners and become creators of the future mobility society.



CATEGORY

This exhibition is structured around two transformative axes in the next-generation mobility industry: **"DX"** and **"GX."**

Each field is growing rapidly and creating new business opportunities.

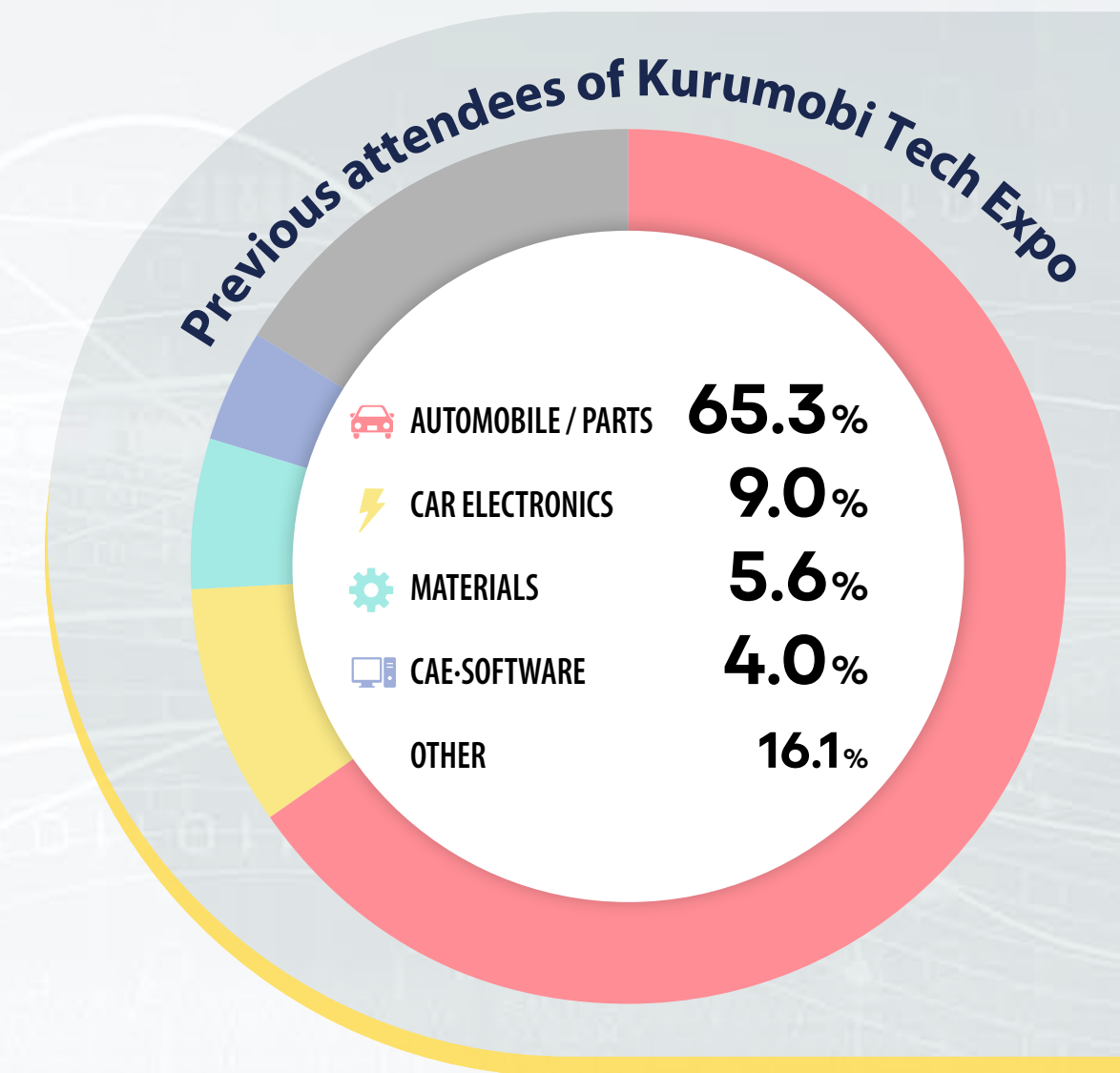
[DX Field] Market size expected to exceed 15 trillion yen by 2030 (25% growth from the previous year)

[GX Field] Rapidly growing market aimed at achieving carbon neutrality



VISITOR PROFILE

Since the event began, over the past three years of online exhibitions, 65.3% of attendees have been automotive and automotive parts engineers, making it an event focused on automotive on the other hand, information equipment and software development accounted for only 4.0%. Starting in 2025, in addition to continuing the online exhibition that has covered DX and GX, we will implement a DX-focused spin-off program. attract new attendees and achieve the following visitor demographics: Additionally, the opportunity for existing attendees to connect with new attendees is another major attraction.



This event will create the following business matching opportunities:

Attendees can utilize this event not only for information gathering but also as a platform to meet concrete business partners.

Automobile manufacturers × Software development companies

- Acceleration of in-vehicle software development
- Collaboration on the implementation of digital twin technology

Tier 1 suppliers × Startups

- Component enhancement through open innovation
- Opportunities for implementing new materials and technologies



Local governments × Mobility service providers

- Implementation of smart city projects
- Development of region-specific mobility solutions

Energy companies × Mobility providers

- Commercialization of V2G (Vehicle to Grid) systems
- Construction of a renewable energy ecosystem

EVENT OVERVIEW

This event will be held as a new-era business matching event that combines online and in-person elements.
At the in-person event, we will implement a spin-off program focused on DX.

Opening
NOV.26
WED

DEC.10
WED

Closing
DEC.19
FRI

Online Exhibition

November 26 (Wed) to December 19 (Fri)
for approximately three weeks

- Always-accessible digital showcase
- Matchmaking opportunities with participants from across the country
- Viewing of online-only keynote speeches and sponsor seminars



In-Person Event - DX-focused spin-off program - December 10 (Wed) 📍Tokyo International Forum

- Face-to-face networking opportunities as part of the spin-off event
- Keynote speeches by top engineers and experts from leading companies in the industry
- In-depth discussions and networking opportunities through sponsor seminars focused on DX



**ONLINE×IN-PERSON
HYBRID**

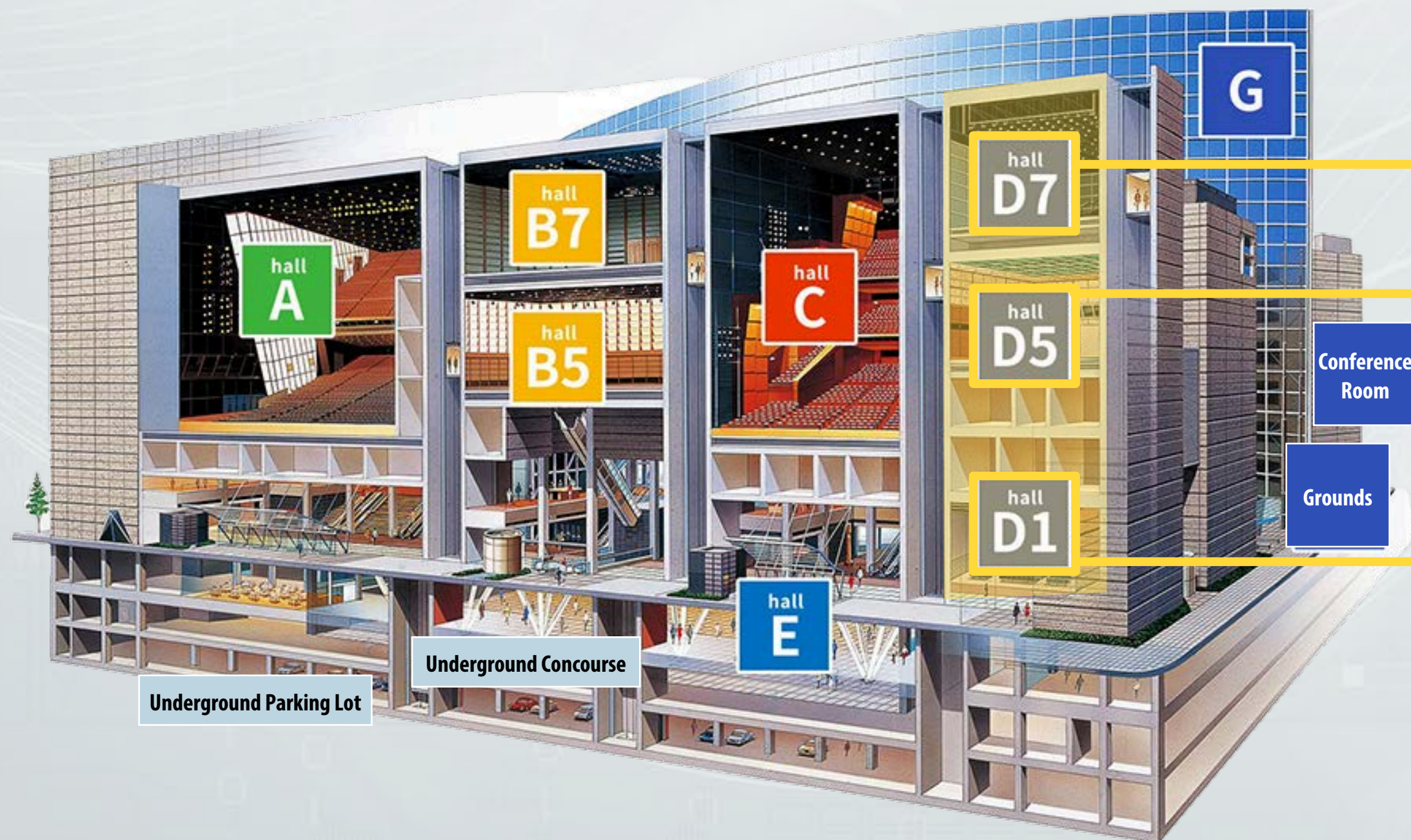
Benefits of a hybrid event

- Transition from broad online connections to deeper in-person relationships
- Seamless interaction between participants from both domestic and international locations
- Business matching beyond time and location constraints

IN-PERSON EVENT

Spin-off Event

- Date: December 10, 2025 (Wed)
- Venue: Tokyo International Forum



What is the On-Site Spin-Off Program?

A total of approximately 14 seminars will be held by selected companies and those at the forefront of mobility DX. Concurrently, in the keynote lecture hall, top engineers, experts, and thought leaders from leading industry companies will discuss the technological fields necessary for future mobility, current challenges, trends, and future prospects.

Hall D7
Keynote Speech

Hall D5
Seminar 2 (Sponsored)

Hall D1
Seminar 1 (Sponsored)

Venue

PLAN

We have prepared plans that can be customized freely.
Please combine them according to the needs of each company.

Mandatory for All exhibitors

Entry Pass
¥165,000
(tax included)

Contents

- Online Basic Page (Lead generation included)
- CM broadcast at the on-site seminar venue
- Invitation to networking event (3 people per company)

+

Online Seminar
¥165,000
(tax included)

Contents

- Online seminar (1 session)
 - Inquiry function
 - Visitor data collection

Online Product Page
¥165,000
(tax included)

Contents

- Online product page
 - Up to three products, videos, and catalogs can be posted
 - Survey functionality and inquiry functionality
 - Collection of visitor data

On-site Seminar
¥330,000~
(tax included)

*1 session per company
Contents

- On-site seminar (1 session) (20-30 minutes)
- CM broadcast at the keynote speech venue

Online Product Page + Online Seminar
¥220,000
(tax included)

Contents

- Online seminar (1 session)
- Online product page
 - Up to three products, videos, and catalogs can be posted
 - Survey functionality and inquiry functionality
 - Collection of visitor data

Application example ▶

Mandatory

Entry Pass
¥165,000
(tax included)

+

Optional

Online Seminar
¥165,000
(tax included)

+

On-site Seminar
¥330,000
(tax included)

= **¥660,000**
(tax included)

PLAN

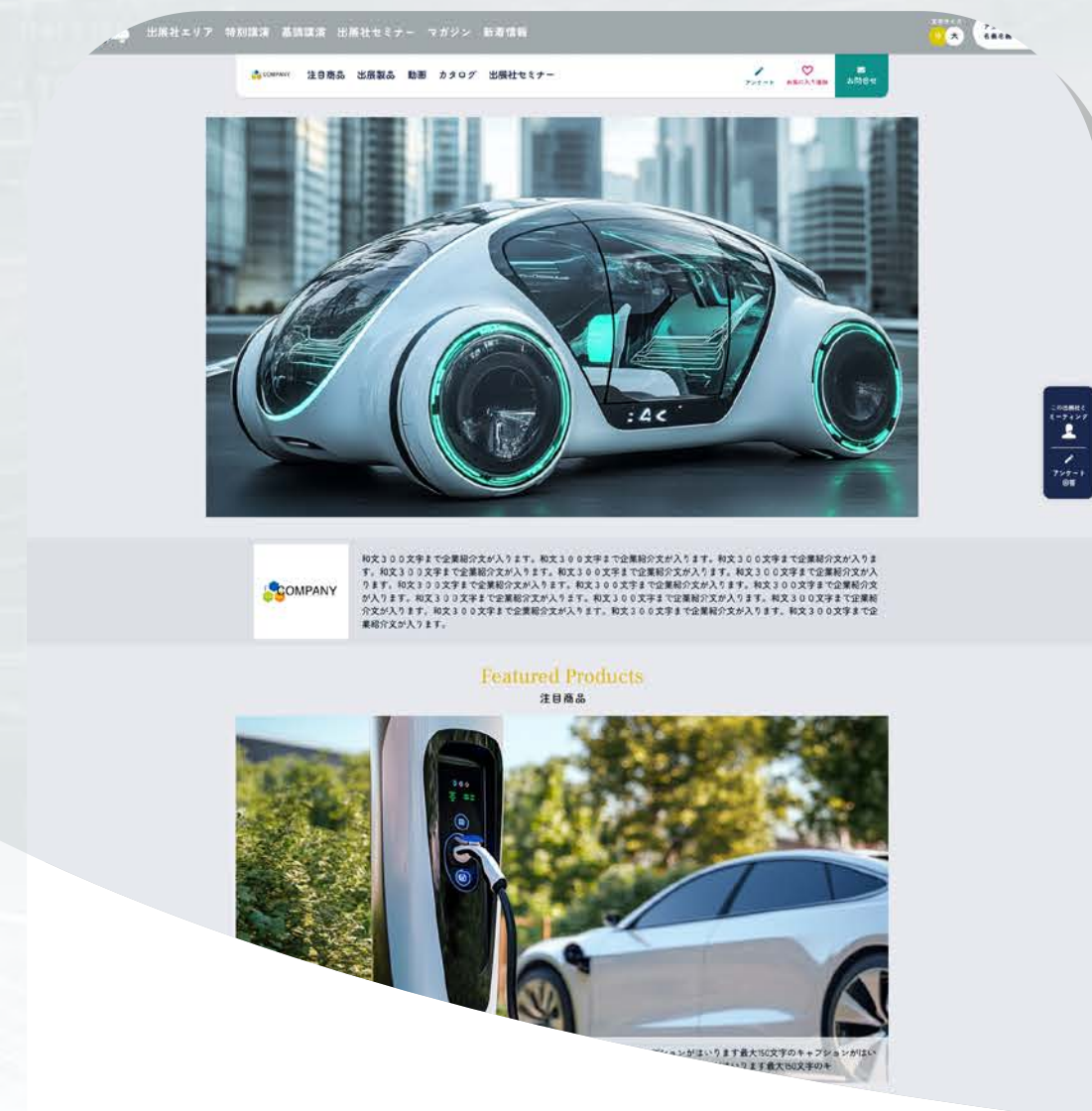
Mandatory for All exhibitors

Entry Pass: ¥165,000 (tax included)

* This pass is mandatory for all exhibitors.

Please combine the Entry Pass with an optional pass for use.

Contents



Online Basic Page
(Lead generation included)



**CM broadcast at the
on-site seminar venue**

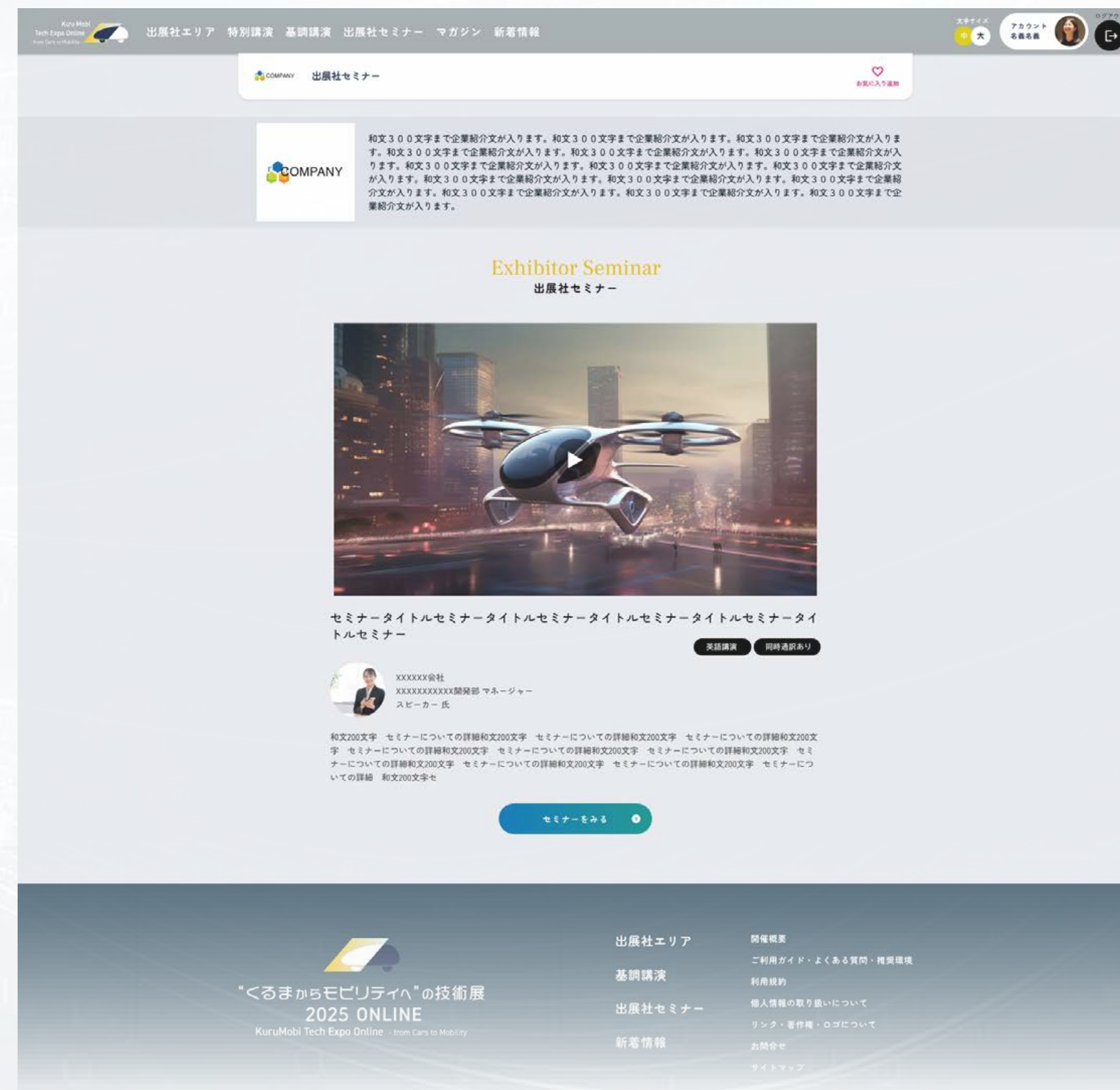


**Invitation to
networking event**
(3 people per company)

PLAN

Optional

Online Seminar: ¥165,000 (tax included)



Contents

- Online seminar (1 session)
- Inquiry function
- Collection of visitor data

POINT

- Easy to participate with just a video.
- Featured alongside keynote speeches and other presentations.
- Analyze attendees based on listener data.

PLAN

Optional

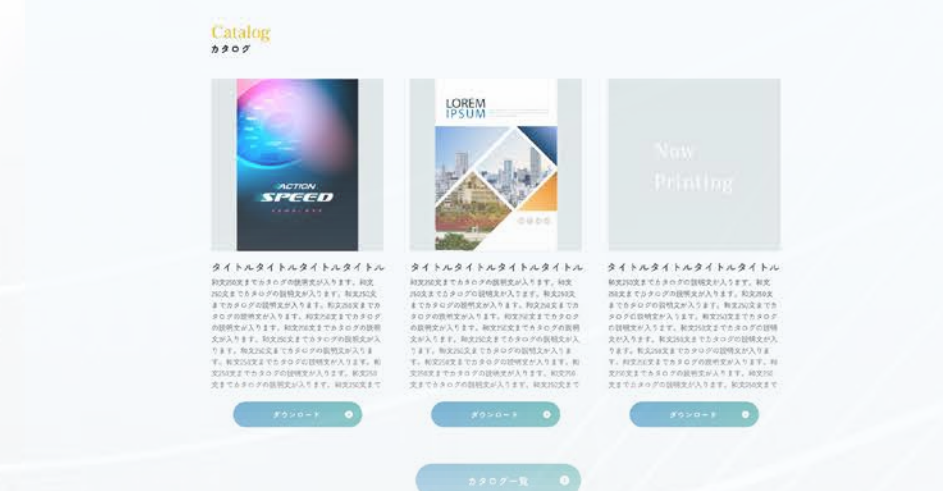
Online Product Page: ¥165,000 (tax included)

Contents

- Online product page
 - Up to 3 products, videos, and catalogs can be listed
 - Survey function, inquiry function
 - Collection of visitor data

POINT

- Ability to post detailed company information and product details.
- Direct communication with attendees is possible.
(Survey and inquiry functions)
- Analyze visitor data to identify trends in visitor interests.
(Provides detailed visitor data)



PLAN

Optional

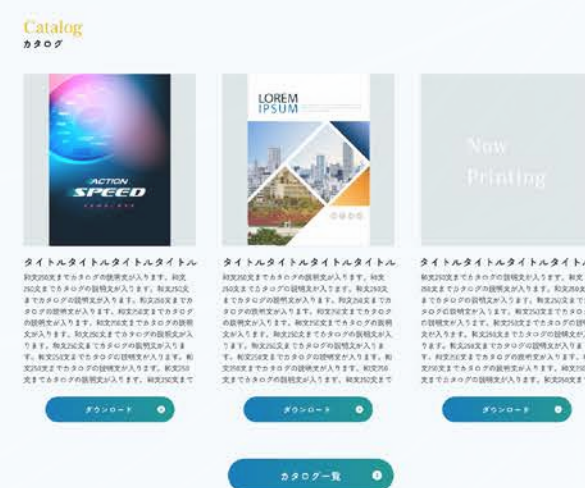
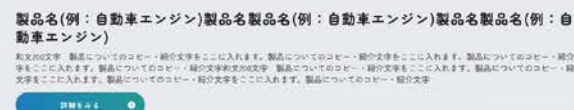
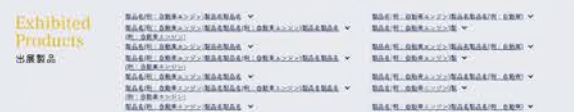
Online product page + Online seminar: ¥220,000 (tax included)

Contents

- Online seminar (1 session)
- Online product page
 - Up to 3 products, videos, and catalogs can be listed
 - Survey function, inquiry function
 - Collection of visitor data

POINT

- A comprehensive plan that combines both seminar plans and exhibitor page plans!
- Enables you to attract more visitors through various approaches.



PLAN

Optional

On-site Seminar 1:

¥330,000 (tax included)

Limited to 7 slots!
Application deadline: July 31 (Thu)

* If there are many applications, we will notify you separately regarding the possibility of presenting.

Contents

Date: December 10, 2025 (Wednesday)

Attendance Format: Pre-registration required

Venue: Hall D1

Registration Requirements: Seminar must be conducted in the DX category

Capacity: 70 attendees (theater style)

Content: 20-minute seminar + 10-minute exchange business card

Attendee Data: CSV data delivered later

Short seminar for easy exhibition.
A great opportunity to convey your company's appeal in a compact format within a limited timeframe.
Make a lasting impression with a concise presentation.



Easily share information

- Even with limited time, deliver an efficient presentation by focusing on key points
- A lightweight exhibition style that minimizes costs and preparation burdens



Networking through business card exchange Sowing the seeds of business

- We provide a business card exchange session after the seminar
- Ideal for making initial contact with attendees who expressed interest



Compact yet thorough follow-up

- Attendee data will be delivered in CSV format at a later date
- Can be utilized for post-seminar marketing activities



PLAN

Optional

On-site Seminar 2:

¥440,000 (tax included)

Limited to 7 slots!
Application deadline: July 31 (Thu)

* If there are many applications, we will notify you separately regarding the possibility of presenting.

Contents

Date: December 10, 2025 (Wednesday)

Attendance Format: Pre-registration required

Venue: Hall D5

Registration Requirements: Seminar must be conducted in the DX category

Capacity: 180 attendees (theater style)

Content: 30-minute seminar + 30-minute post-event networking with attendees

Attendee Data: CSV data delivered later

Achieve in-depth engagement through comprehensive presentations and ample networking time with attendees.

Provide information and raise issues that can lead to business discussions.

After the presentation, attendees can engage in in-depth business discussions and networking in the networking area.



Enhance your solution proposal capabilities

- Sufficient time to effectively showcase your company's technology and services
- Effective presentations including demonstrations



Acquisition of concrete business leads

- Efficient business meeting arrangements via a pre-registration system
- High-quality dialogue with interested participants



Enhanced brand awareness

- Direct access to industry key players
- Increased media exposure opportunities



VISITOR DATA

Content of data provided to exhibitors

At this event, we will provide exhibitors with the following high-quality data to support effective business development.
This will enable you to visualize the content that visitors were interested in, which will significantly contribute to subsequent marketing strategies.

[Basic Data]

Visitor Profile Information

- Industry, job type, and position
- Areas of interest
- Contact information

*Privacy Policy

All data will be provided based on the consent of attendees.
We kindly request that data be used appropriately in accordance with industry guidelines.

- Name
- Name (Furigana)
- Name in English
- Company/School Name
- Company Name/School Name (Furigana)
- Company/School Name (English)
- Department/Division
- Department/Division in English
- Position
- Country
- Postal Code
- Prefecture
- City/Town/Village
- Street address
- Building Name
- E-mail
- Phone number
- Gender
- Language used
- Age
- Industry

- Job title
- Position
- Purpose of visit
- Interests
- Exhibitor Name
- Last visit date and time
- Number of visits to the exhibitor's top page
- Exhibitor page favorites
- Product View | Product Name Title*¹
- Favorites | Product Name Title *¹
- Time spent | Product name title *¹
- Video Viewing | Video Title *¹
- Time spent | Video title *¹
- Catalog Download Catalog Name *¹
- Exhibitor Seminar Video Viewing Exhibitor Seminar Title*²
- Visit Duration | Video Title *²

* Visitor data is only collected for attendees who stayed for a certain period of time.

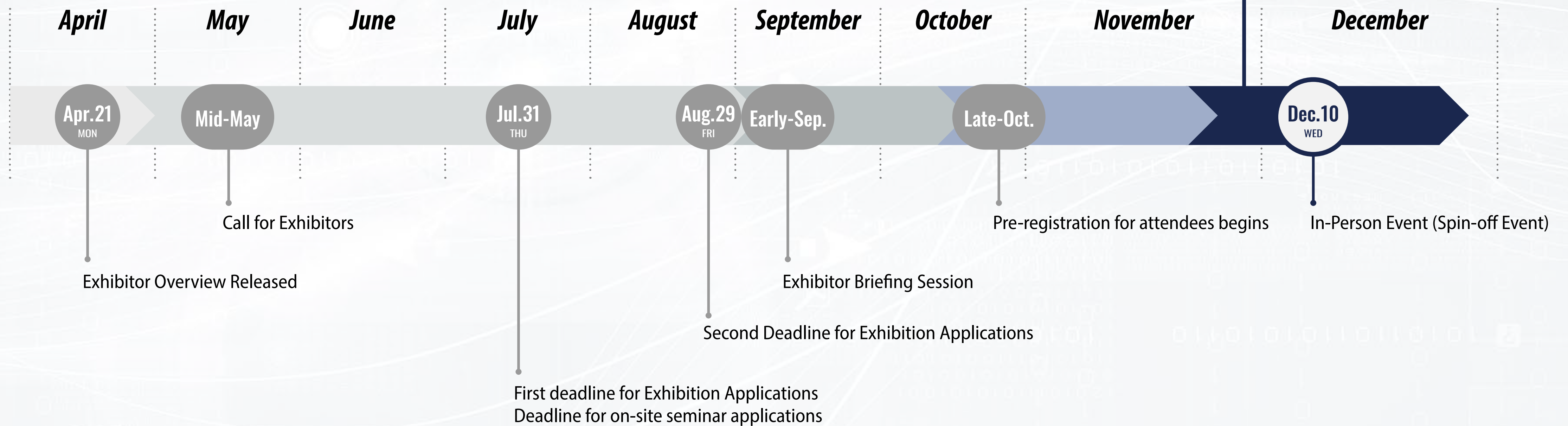
*1: For purchasers of online product pages

*2: For purchasers of online seminars

SCHEDULE



Online Event Period: Nov. 26–Dec.19



- We recommend planning exhibition content early and aligning it with marketing strategies
- Design content to maximize the synergistic effects between the in-person event and online platform
- Post product information and highlights online and develop a plan for pre-event outreach

Inquiries

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🌐 <https://expo-info.kurumobi.jsae.or.jp/ja/>