



## ETI Tool Tech

### *The Must-See Event for Those Involved With Vehicle-Related Equipment and Tools*

ETI's new and unique event, ToolTech, is the tool and equipment industry's must-see event for 2005. The event is scheduled for Tuesday, April 26, through Thursday, April 28, at the Renaissance Esmeralda Resort, Indian Wells, Calif. ToolTech offers networking, promotional opportunities and access to important purchasing decision-makers for OEMs, national accounts and large purchasing groups unlike any other industry event.

This two-day meeting is the only event in the motor vehicle-related tool and equipment industry that focuses exclusively on the companies which buy and sell vehicle-related tools and equipment.

For one low fee, participants can: network with industry peers, meet potential customers and confer with current clients in the Company Showcase, meet one-on-one with OEMs and gain valuable insights from presentations by industry leaders.

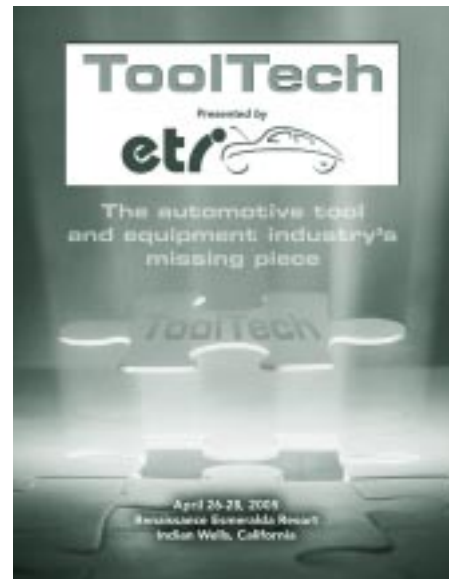
#### **ETI ToolTech features:**

- Company Showcase for ETI members designed for a productive, personal atmosphere accessible to a wide range of participants
- Prospective attendees include key industry players and potential new business associates such as OEMs and their facilitation partners, mass merchandisers, national accounts, large fleets and automotive service education providers
- One-on-one meetings where members can schedule individual time with OEMs or other potential customers
- Unparalleled networking opportunities with OEMs and other industry professionals
- A keynote address by industry veteran Paul Baffico, retired president of Sears Automotive Group and founder of Invisible Intellect Management Services
- OEM panel discussion on the topic: "What it Takes to Become an OEM Supplier"
- A special session with the California Air Resources Board (CARB) for scan tool manufacturers
- A Town Hall meeting with manufacturers' representatives, providing an open forum to discuss issues of common concern and cooperation
- ETI's traditional Golf Tournament with prizes and awards.

In addition to all of these opportunities, there will be a special meeting exclusively for members of the Institute. ETI will hold its annual Member Meeting on Wednesday morning. The new officers will be installed along with covering other important ETI business.

In order to secure accommodations at the negotiated rate at the hotel, registrations must be received at ETI headquarters by Friday, March 18. More information and online registration are available at the ETI Web site, [www.etoools.org](http://www.etoools.org).

*For more on ToolTech see page 3*



## **INSIDE**

**2**

A Letter from the President

**3**

Baffico to Discuss Brand Strategy at ToolTech

**4**

From the Executive Manager

**5**

Changing to Improve the Membership Experience

**5**

ETI to Host Tool Demo at AAPEX 2005

**5**

Welcome New Members

**6**

Detroit Tech Week's 25th Anniversary

**6**

17th Annual Japan Tech Week



Greg L. Potter  
ETI President

## Letter from the President

This issue of "News & Views" is my opportunity to review the accomplishments of the past year and look ahead to the opportunities this new year holds. As president, I am proud to say that the Institute has begun 2005 on very solid ground in terms of its finances, industry reputation and prospects for the future. In my mind that is a tribute to the hard work of our past president, board members and staff.

The past year was one of re-evaluation of the Institute and its programs. One of our first actions was the hiring of Brian Irish as marketing manager. In his report in this issue of "News & Views," Charlie Gorman discusses Brian's accomplishments in more detail and I concur – Brian has brought a fresh perspective to our association and has had a direct impact on entire organization.

In 2004, ETI held two very successful Tech Weeks with many new features – and many new participants. This year's Japan Tech Week surpassed all others in our history with a 60 percent increase in attendance and more detailed presentations between OEMs and ETI. Look for more details on this successful event on page 6. Detroit Tech Week attracted more than 80 delegates from 42 ETI member companies in 2004, and welcomed Volvo, who participated for the first time by sending a group of its engineers from Sweden. ETI successfully launched its newly redesigned Web site, [www.ertools.org](http://www.ertools.org), in August. Our site experiences about 5,000 hits per week from all over the world. One of the most popular attractions at the site has been the I/M Overview which was added in July.

Our board adopted many changes at its recent board meeting, actions which were studied and planned in 2004. You can read about these changes in more detail on page 5. In summary, these initiatives will make the ETI Board more proactive and responsive to changes in the industry, and position the Institute to seize future opportunities.

Looking ahead this year, we can be proud of a great new event: ToolTech, set for Wednesday and Thursday, April 27 and 28, in Indian Wells, Calif. This will be a great opportunity for ETI members and our industry. If you have not already registered, go to [www.ertools.org](http://www.ertools.org) and sign up today.

We will also celebrate the 25th anniversary of Detroit Tech Week this year from Monday, June 20, through Friday, June 24. More attendees and more OEMs are expected this year. We also will honor the event's founders with a special banquet on Wednesday, June 22, at the Henry Ford Museum in Dearborn, Mich.

ETI is working with the sponsoring associations of the Automotive Aftermarket Products Expo (AAPEX) in 2005 to organize and promote a tool demo area. We will host the tool demo area, which will be located next to the Tool and Equipment exhibit section of the show, so watch for more details as we approach the event. Mark your calendars and plan to attend AAPEX, scheduled for Tuesday, Nov. 1, through Friday, Nov. 4.

On a more personal note, I would like to express my appreciation to my fellow officers, members of the board and ETI members. It has been my honor to serve as the 55th president of the Equipment and Tool Institute. I have enjoyed getting to know and serving with each of you. I wish you the best success in 2005.

I am confident that the Institute is in great hands for the future. This will be an active year for ETI. Don't miss a single opportunity to join in our exciting events and new programs!

Respectfully,

Greg L. Potter

**This will be an active year for ETI. Don't miss a single opportunity to join in our exciting events and new programs!**

**etri**  **NEWS & VIEWS**

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**ETI Tool Tech – Tuesday, April 26 through Thursday, April 28**

**Baffico to Discuss Brand Strategy, Management at ETI ToolTech**




Paul Baffico

Paul Baffico, retired president of Sears Automotive Group and founder of Invisible Intellect Management Services LLC, will discuss, “Brand Strategy and Management: How Value is Enhanced,” as the keynote speaker at noon on Wednesday, April 27, at ETI ToolTech.

His presentation will look at how value is defined, enhanced and delivered by brand. His discussion will explore important facets of branding that apply to all organizations regardless of size and purpose.

**Key points will include:**

- ◆ What brand strategy is and what it is not
- ◆ How to efficiently build brand equity without spending marketing and advertising dollars
- ◆ How to develop a brand print and charter
- ◆ What value brand print and charter can deliver to the company bottom line.

In addition to his role at Invisible Intellect, Baffico also serves as a senior advisor to American Express Tax and Business Services and to A.T. Kearney. He founded Invisible Intellect, a specialized management consulting firm, after his retirement as president of the Sears Automotive Group in 1999. 

**A Message from Bill Eernisse**

***ToolTech:  
See You There!***

I urge all ETI members to join me in taking advantage of the unique networking and promotional opportunities at our newest event – ToolTech. Set for Tuesday, April 26, through Thursday, April 28, at the Renaissance Esmeralda Resort, Indian Wells, Calif., ToolTech is the **only** industry event dedicated exclusively to the motor vehicle tool and equipment industry.

ToolTech is our chance to shine. No other industry event offers ETI members the networking, promotional opportunities and access to important purchasing decision-makers for OEMs, national accounts and large purchasing groups that ToolTech will.



Bill Eernisse  
ETI Vice President

As the program committee chairman, I can tell you we have worked hard with ETI staff to design an event which keeps members’ bottom lines in mind. We’ve packed quite a bit into this two-day program and believe we’ve made it well worth your while to attend. ToolTech is a great business opportunity and a great value, too!

You do need to act now to attend. The discounted ETI room rate expires soon, so you need to send in your registration by Friday, March 18. The Institute’s Web site, [www.ertools.org](http://www.ertools.org), has more information on ETI ToolTech and online registration.

Please plan on joining us for this ground-breaking event. See you in April! 



Charlie Gorman  
ETI Executive Manager

## From the Executive Manager

ETI started 2005 with a solid list of accomplishments in 2004. The Institute is financially sound, well respected and headed toward a bright future. We are living up to our mission statement:

“Advance the vehicle service industry by providing technical data and open dialog between the manufacturers of transportation products, government regulators and the providers of tools, equipment and service information.”

Our Web site, [www.etoools.org](http://www.etoools.org), experiences about 5,000 hits per week from all over the world. When someone logs on to our site, they stay on average for more than five minutes.

Our relevance and our relationships with other key industry organizations keep growing. ETI continues to get more involved in the industry we serve as manufacturers of tools and equipment.

Thanks to strong leadership and support from Rob Wilson, ETI's president in 2003, we were able to realign the ETI management structure and hire a marketing manager in 2004. The addition of Brian Irish to the ETI staff is the single most important thing to happen last year. Brian is a quick study and has already made a positive impact on just about everything we do as an organization, including our technical programs.

As we look to the coming year, there are two events that I would like to call special attention to ToolTech in April and the 25th anniversary of Detroit Tech Week in June.

### 2005 INDUSTRY CALENDAR

#### SAE Congress

Monday, April 11 –  
Thursday, April 14  
*Detroit, Mich.*

#### ToolTech

Tuesday, April 26 –  
Thursday, April 28  
*Indian Wells, Calif.*

#### ETI General Member Meeting

Wednesday, April 27  
*Indian Wells, Calif.*

#### Detroit Tech Week

Monday, June 20 –  
Friday, June 24  
*Detroit, Mich.*

### ToolTech: New for 2005

We are introducing a new concept to ETI with ToolTech, set for Wednesday and Thursday, April 27 and 28, in Indian Wells, Calif. The event is the result of our membership survey in which we asked members what they wanted in an annual meeting/marketing conference.

The answers were clear. Our members wanted access to those persons responsible for purchasing equipment in volume from a variety of industry segments. They wanted an opportunity to promote their company's capabilities to these potential customers and they wanted the opportunity to meet one-on-one with these individuals. Setting was important, too. Our members expressed a desire to have this meeting in a nice place with nice weather so that all involved will feel comfortable and enjoy themselves.

No one should assume that ToolTech is anything like ETI's past annual meetings. It is much more. I encourage all ETI members to attend ToolTech and secure a booth. If yours is a small- to mid-sized company, ToolTech is a chance to promote your company at a low cost to a focused group of potential customers. If you represent a large company, ToolTech is a chance to promote your company without the distractions associated with other industry tradeshows.

In either case you owe it to yourself and to ETI to give ToolTech a try. It is what you asked for and certainly worth the price of admission.

If you work for an OEM, mass merchandiser, fleet, distributor or any other company interested in purchasing equipment and tools, you also need to be at ToolTech. You will have access to tool and equipment companies that seldom get a chance to display their capabilities in the larger shows.

Many innovative ideas come from small companies with big ideas. ToolTech's low booth cost allows smaller companies to promote themselves, their vision and their capabilities.

Don't delay! Go to [www.etoools.org](http://www.etoools.org) right now and register.



## Detroit Tech Week

The 25th annual Detroit Tech Week is scheduled for Monday, June 20, through Friday, June 24. Since this meeting marks our quarter-century mark, we plan to have a special banquet this year. It will take place on the evening of Wednesday, June 22, at the Henry Ford Museum in Dearborn, Mich.

We are extending a special invitation to ETI's founders and early participants. If you are or know someone who was there in the beginning either from one of the OEMs or an ETI member company, we would like to hear from you. Please contact Brian Irish at 919-406-8823 or [birish@etools.org](mailto:birish@etools.org).

Remember, your association is only as good as you make it. Let's make this the year of the volunteer. Make ETI work for you and your company. There are many issues that are larger than your company alone and affect all member companies equally.

Promotion of industry perspectives can be more powerful than trying to do it yourself. Don't look upon volunteerism as an expense. Look at it as an investment and an extension of your regular job.

I look forward to working with you to make 2005 another positive and productive year for the Equipment and Tool Institute.

Kind Regards,



Charlie Gorman

## ETI: Changing to Improve the Membership Experience

As the Institute continues to grow and increase its presence in the industry, ETI continues to look for ways to improve the membership experience. Many initiatives were started to meet this goal at the recent ETI Board of Directors meeting held Jan. 25 at JS Products, Las Vegas, Nev.

Many ideas and suggestions were shared and important decisions made for the future of the Institute. Below is a summary of changes and additions coming in the near future.

### Changes to the Bylaws of the Organization

In October, the board started discussing making needed changes to the bylaws of the organization. The changes were necessary because some areas in the bylaws were not consistent after the last changes. The board decided in October to correct errors and make changes to the bylaws that will clarify any conflicting sections.

Most of the changes were minor and without significant impact to the organization.

However, there were a few changes that are worth mentioning. They are summarized below.

- ❖ The annual meetings will now officially include the affirmation or installation of new directors and officers.
- ❖ The number of directors has been reduced from 12 to nine. Officers and directors will take office on the first day of the month following their installation or affirmation at the annual meeting.
- ❖ The executive committee is redefined to include the following members with a vote: immediate past president, president, vice presidents and secretary/treasurer; the optional addition of one other director elected by the Executive Committee. And the following members without a vote: executive manager, marketing manager and technical manager.

*continued on page 6*


## ETI to Host Tool Demo Area at AAPEX 2005

AAPEX 2005 will see the return of the Tool Demo, hosted this year by the Equipment and Tool Institute. AAPEX, scheduled for Tuesday, Nov. 1, through Friday, Nov. 4, is co-sponsored by the Motor & Equipment Manufacturers Association (MEMA) and the Automotive Aftermarket Industry Association (AAIA).

ETI staff met with AAPEX Show Manager Bill Glasgow of Glasgow Show Management and representatives from both sponsoring associations at the 2004 event to discuss the 2005 show.

For the 2005 Tool Demo, the location and set-up will be very different from 2003, the last time the demos were at the show. The new Tool Demo stage will be located adjacent to the Tool & Equipment section.

ETI will be the host and use its network of members and presence in the industry to help promote the Tool Demo. Details will be available as the show approaches. Members are urged to make plans now to demonstrate products to potential customers at the AAPEX Tool Demo.

For more information on demonstrating at the 2005 AAPEX, contact Brian Irish, ETI marketing manager, at [birish@etools.org](mailto:birish@etools.org) or 919-406-8823. 

## Welcome New Members

*New members since the last edition of News & Views:*

**Air + Mak Industries Inc.**

**Hanatech Company Ltd.**

**Road Safety International**

**SKF**

## 2005 The Celebration of 25 Years of Detroit Tech Week

This year's Detroit Tech Week will be one to remember. ETI will be celebrating 25 years of Detroit Tech Week, Monday, June 20, through Friday, June 24, in Romulus, Mich. The headquarters hotel will be the Doubletree near the airport.


There will be new features again this year to the line-up of technical presentations, in addition to a special press conference following the Vertical Group meeting to allow representatives of the trade press to meet ETI members and ask questions. ETI also will welcome the return of GM's presentation to the Collision Repair Group.



The main focus of the celebration will be the traditional ETI-OEM appreciation banquet held at the Henry Ford Museum in Dearborn.

ETI has been gathering information about the event's history and will be making special presentations to the "Founding Fathers" of Tech Week.

ETI is extending a special invitation to ETI's founders and early participants. If you are or know someone who was there in the beginning either from one of the OEMs or an ETI member company, we would like to hear from you.

Please contact Brian Irish at 919-406-8823 or [birish@etools.org](mailto:birish@etools.org). Members are urged to mark their calendars for this historic celebration of Detroit Tech Week. Online registration will open in May. 

*continued from page 5*

### Tek-Net

There has been much discussion regarding the Tek-Net library and its future. The library has progressed from multiple filing cabinets to now being contained on a four-CD set. For several years, ETI has been discussing indexing the library and making it available on ETI's Web site.

It is important to note that ETI does not, and will not, repurpose the information in any way. However, it is possible to reference and index the actual documents to make information more readily available to the members.

As the Institute continues to grow, there may be opportunities to expand the services and offerings relating to the Tek-Net library in addition to the indexing project.


### New Membership Categories

Many members of the Institute are looking for good manufacturer representatives, and good reps are always looking for good products. There is a natural fit here for ETI to offer a working solution to both parties.

The possibility of extending ETI membership to reps has been discussed at the past few board meetings. There are several unknowns with this proposition, so ETI has scheduled a town-hall style meeting at ToolTech for an open discussion between members and reps.

### Identifying New Member Services

The staff and leadership of ETI are always looking for new ideas and suggestions for member services. Members are reminded to contact the Institute with suggestions of services or programs that would be beneficial.

ETI will continue to adjust to the ever-changing needs of its membership. These steps will allow the Institute to continue to provide value, improved member services and better leadership to the members involved in ETI. 

## A Landmark Meeting: The 17th Annual ETI Japan Tech Week

A 24-person ETI delegation led by President Greg Potter of Chief Automotive Systems met with Honda, Isuzu, Mazda, Mitsubishi, Nissan, Subaru, Suzuki and Toyota in Japan as part of the 17th annual Japan Tech Week, held Dec. 6-9.

This year's Japan Tech Week surpassed all others in history in many respects:

- 60 percent increase in attendees
- 17 different ETI member companies represented
- ETI members were able to select topics for detailed presentation
- ETI staff made presentations to the OEMs and answered questions

This year's new schedule and format allowed two companies – one in western Japan and one in eastern Japan – to act as hosts for the week's meetings and additional activities.

### History of Japan Tech Week

ETI's Tech Week started in 1980 with the Big Three U.S. carmakers. Both the carmakers and the companies that made the tools to work on the vehicles realized that cooperation and information sharing could be very beneficial to both parties.

Domestic Tech Week, as it was called, was so successful that in 1987, with the help of the Japan Automobile Manufacturers Association (JAMA), Japan Tech Week was started.

One focus of both Tech Weeks is to provide an opportunity to make required and non-required vehicle-related technical information available. Another focus is the learning of new technologies that may potentially impact the vehicle-related tool and equipment industry. These focuses ensure that the proper tools and equipment are available to repair

shops by the time the new models are on the streets.

## The Start of Japan Tech Week 2004

This year's Japan Tech Week started with the non-Japanese delegates arriving at Osaka Airport on Dec. 4. After meeting the tour guide and getting a rail pass for each participant, the group then traveled by bullet train to Hiroshima.

The following day was used to adjust to the new time zone and do a little sightseeing. First the group visited the Shukkeien Garden, a traditional-style miniature garden that was started in 1620. Next, they traveled to the Hiroshima Peace Memorial Park, which has the famous A-bomb Dome, many memorials and the Peace Memorial Museum. After the tour and lunch, the group traveled by ferry to the famous Itsukushima Shrine on Miyajima Island.

The group returned to the hotel for dinner, where the Japanese representatives joined the group. After a brief introduction of all attendees, ETI Executive Manager Charlie Gorman gave a quick briefing on the logistics and plans for the week. After a fun day of sightseeing and a fine meal, everyone was ready for a good night's rest.

## Dec. 6 – Day One of Technical Sessions

Prior to the start of Tech Week, ETI members were able to select areas of interest for each OEM. Their input helped to determine what the OEMs included in their technical presentations. Each OEM was also given a list of questions from ETI members in advance and was asked to answer them as part of their technical presentations.

Japan Tech Week started on Dec. 6 with a trip to Mazda Corp. – the western host company. After a brief welcome from Yoshifumi Uneme of Mazda, Scott Omote presented Mazda's technical information on J2534 Pass Thru Programming, J1699-3 OBD II Compliance Test Cases, Module Reprogramming and Configuration, Tire Pressure Monitoring System and Smart Keyless Entry System.

Tsuyoshi Gohei then delivered Suzuki's technical presentation. His material focused mainly on Tire Pressure Monitoring System and EVAP Leak Check System. Following his presentation, a traditional Japanese box lunch (Bento) was served.

After lunch, ETI delivered two presentations to the four western OEMs, starting with ETI Marketing Manager Brian Irish's discussion on the importance of Japan Tech Week. Charlie Gorman concluded ETI's presentations with an explanation of his report for the Japanese OEM, answering questions regarding ODX, OBD II and vehicle in-use emission testing, telematics and changes relating to SAE J-2534.

The program continued with Toyota's Jarred Amary discussing the carmaker's new Dynamic RADAR Cruise Control System. He also shared Toyota's responses to the ETI members' questions.

Akira Yasuda of Mitsubishi concluded the day's presentations discussing Mitsubishi's new models and technologies on the 2005 Lancer Evolution, Endeavor, Galant and Outlander. He concluded by providing answers to the ETI questions.

The day's meeting ended with a dinner at Okonomiyaki, a Hiroshima specialty. The popular restaurant – billed as “where pizza meets pancake” – serves one of Japan's “must-have” meals.

## Dec. 7 – Travel Day

On Dec. 7, Mazda transported the group to the Rotary Engine Plant for a tour. Although the plant is not open to the general public, Mazda made special arrangements for the JTW attendees, who were able to witness the entire process from the finishing of rough components to the final assembly and testing of the completed engines.

After the rotary plant tour, Mazda provided transportation for the ETI delegation to the bullet train for Shin-Osaka where they switched trains to Tokyo. Once in Tokyo, they switched trains again to Utsunomiya where Honda had a bus waiting to take them to Twin

*continued on page 8*



“Japan Tech Week is part of a continuing effort to encourage technical information exchange and cooperation in the vehicle-related industry worldwide. Our relationship with Japanese OEMs has never been better. They are interested in what we are doing and are working hard to assist us in any manner they can.”

**Charlie Gorman**  
ETI executive manager





continued from page 7

Ring in Motegi. Although the train ride was long, the group was able to see much of the Japanese countryside including a clear look at Mount Fuji as the sun was setting.

Honda representatives greeted the JTW attendees at Hotel Twin Ring with an elegant dinner in the carmaker's Japanese-style restaurant at Twin Ring.

## Dec. 8 – All Things Honda

The day began with a welcome from Kazushira Kuratsu, Honda's deputy general manager of the Government and Industrial Affairs Office. Honda's technical presentation was given by Fumitake Igarashi, staff administrator for the company's Diagnostic Technology Office. He provided detailed explanations to questions submitted by the ETI delegates.

The carmaker's representatives presented on its new technologies that included Acuralink, Keyless Access System, V8 Engine Variable Cylinder Management, SH-AWD (Super Handling All Wheel Drive), AFS Adapted Forward Lighting System and Run Flat Tires (PAX).

At the conclusion of the question-and-answer period, the ETI delegation was split into two groups. The first group went to Honda's Active Safety Training Park to participate in a slippery cornering exercise while the other group visited Honda's Collection Hall. Both groups met for lunch at Paddock Café in the heart of Honda's Super Speedway. After lunch, the groups split again with the first group going to the Collection Hall and the second group trying their best at skid recovery.

By mid afternoon, the group returned to Tokyo and held a brief meeting with representatives from the Japan Automotive Machinery and Tool Manufacturers Association (JAMTA) followed by another popular Japanese-style meal called Shabu-shabu in the Rapongi district of Tokyo. Shabu-shabu means "swish-swish," referring to the sound of a very thin slice of beef cooking in hot water.

## Dec. 9 – Day Two of Technical Sessions

The remaining technical sessions were held at JAMA's new headquarters building in Tokyo. Toshihiro Okada of Isuzu started the presentations with a discussion of his company's introduction of fuel-injector identification codes.

Nissan's discussion followed, beginning with sharing its answers to ETI's questions. Shigehisa Maruyama discussed Nissan's new technologies, which included topics such as meter diagnosis, Body Control Module, ECM (apply VIN reading and writing) and Corrosion Repair for the Nissan Murano.


Subaru completed the technical sessions as Hisashi Tsukamoto gave a detailed presentation on Subaru's Select Monitor III and its capabilities.

The final piece of official business for the week was the evaluation session with all eight OEMs lead by Uneme of Mazda who is also the ETI Tech Week Committee chairperson for JAMA.

It was an honest and open conversation aimed at making the Tech Week experience better for next year. Compliments and suggestions were given and received by both ETI and the OEMs. The conclusion – Japan Tech Week was an overwhelming success!

## The End of Tech Week

With all of the work completed, the official close of Japan Tech Week drew near. ETI has a tradition of hosting an appreciation banquet for the OEMs and those that make JTW possible. Each representative was given ETI Tech Week 2004 64mb flash disks as a token of appreciation for their hard work. In all, 50 OEM representatives, ETI members and staff, JAMA representatives, embassy personnel, media personnel and others attended the banquet.

Special plaques were presented to both Mazda and Honda as host companies. Closing remarks were made by Gorman, Irish, Potter and Toshihiro Iwatake, senior director general of JAMA's International Department. 



"These exchanges are important to both JAMA and ETI. They are the cornerstone in our continuing efforts to increase cooperation and information between the two organizations. We were delighted that so many ETI members were able to participate. It shows that their companies are continuing to gain valuable insights and information, which in the end, benefit American car owners through quality service of their vehicles."

**Toshihiro Iwatake**  
Senior director general of  
JAMA's International Department



## Tech Week 2005

ETI's 2005 Japan Tech Week will be held in California where many Japanese OEMs have offices or subsidiaries. Plans are under way to potentially expand participation in an effort to include more non-U.S. carmakers.