

Auto production revives in the first half of 2012

The Japan Auto Producers Association recently revealed the output in the first half of 2012, which totaled 5,248,004 unit, 153 per cent compared with a year ago. The figure shows that most producers got over the aftereffects of big disasters in both Northeastern Japan and Thailand.

The demand in the same period was classified as follows.

Domestic demand	2,947,357 unit	153.6%
sedan	2,525,765	156.5
truck	414,527	137.4
bus	7,065	136.1
Export demand	2,487,975 unit	135.2%

The grand total production in 2012 seems to be optimistic prevailingly, however there are some people have a wariness brought by the linger debt crisis in Europe and the lower economic achievement in developing countries.

The left table on page one is the each model production in the first half of 2012. A – normal sedan (2000 cc over), B – compact sedan(660~2000 cc), C – mini sedan(660 cc below), D – sedan total, E – normal truck (2000cc over), F – compact truck (660~2000 cc), G - mini truck (660 below), H – truck total, I – bus and J – grand total.

The right table shows the output of each producer in the same period. 1 – Toyota, 2 – Nissan, 3 – Mitsubishi, 4 – Mitsubishi Fuso, 5 – Matsuda, 6 – Isuzu, 7 – Honda, 8 – Hino, 9 – Suzuki, 10 – Daihatsu, 11 – Fuji, 12 – others and 14 – total.

Mr. Tatsuichi Ito, 49th. Asuka Seminar's speaker

It was declared that the 49th. Asuka Seminar is going to be held on October 12 and 13 at the Kira Kanko Hotel in Mikawa Bay National park, and recently the speaker and the subject were revealed as follows.

Speaker Mr. Tatsuichi Ito

President, Hibino Industry Co., Ltd.

Subject The newest aluminum business situation in China

The Shanghai Hibino Casting Co., Ltd. is famous for one of the oldest Japanese diecasters in China, and it is expected that we will be able to study a business success story in China ourselves.

Asuka Seminar is one of the biggest our annual events and we, all of Asuka, proud of the successive performing during past 49 years. We owe our successive and magnificent opening to all our friendly customers. We are in anticipation of the coming Asuka Seminar.

(The photo on page two is the Kira Kanko Hotel in Kira Beach.)

The 24th. Asuka golf competition

In the morning of October 13, the 24th. Asuka golf competition is going to be held at the Kira Country Club for golf devotees. Right now we are accepting the registration, and expect many players will attend and enjoy the competition.

Production of Aluminum cast and diecast keeps recovery in June

The Ministry of Economy, Trade and Industry recently revealed the production of aluminum cast and diecast in June. According the announcement, the aluminum cast production in June increased 14.2 per cent from the previous June to 36,602 ton, and the diecast production in June increased 10.0 per cent to 84,844 ton.

As the results, the aluminum cast output recorded a 11 months successive increase and also the diecast output recorded a 11 months increase compared with the previous period.

The auto production has been pretty active since the new year, which supported both thriving productions.

Top season of “Can to can” comes

Owing to an awfully hot summer, unexpected big numbers of used aluminum beverage can originate, and we are receiving and recycling a pile of those every day. The used can is remelted with our newest facilities, and shipped to aluminum sheet producers.

The Aluminum Can Recycling Association says the consumption of aluminum beverage can will be 18.8 billion, the highest level, this year. Our “Can to can” business will be busy within this year.

The photo on page three shows the recycled ingots waiting the shipment to aluminum sheet producers.

Local news

On August 26 and 27, the big lanterns festival was held at Suwa Shrine in Nishio. The legend says this very interesting festival is originated by a huge bonfire that the people played to turn a devil out on the seashore. So many spectators were in the shrine on the very days as the photo on page four.

On August 27 to 31 at Kira Waikiki Beach, the Hawaiian Festival was held, where Hawaiian pro dancers team performed their proper Hula and also 1,000 dancers of Japanese pro and amateur enjoyed themselves Hula performance to the full.

Company news

Some mails we receive have old address. Please check and revise our address and our telephone + Fax numbers.

The Japan of today

Hottest summer

Every day in July and August, everyone greets "Awfully hot, isn't it?" and "The heat is killing me!" Indeed, so many people were conveyed to hospitals by ambulances, and unhappily some hundreds elders died by heat exhaustion.

Toyota looking at 10 million mark

While the plateau has been approached a couple of times, no automaker has ever built 10 million cars in a single year. However recently, Toyota Motor Corp. says it will do just that in 2012.