



Automatrics visits Japan

Automatrics Managing Director Richard Taylor recently presented the Worlds Leading Tracker “mtrack” to the Asian markets at the International Motor Show in Nagoya.

Mtrack demonstrations were conducted at one of the worlds leading technology science parks in Kitakyushu, a location at the heart of the still growing Japanese car industry.



Team members JETRO - ITS - 20-23 November 2007

Automatrics, a UK mtrack integration partner were invited by JETRO (Japan Export and Trade Organisation) to attend the world ITS (Intelligent Transport Systems) show in Nagoya.

Automatrics qualified as the only applicants for theft recovery tracking services, four other leading companies made up the remaining of the group, members included representation from the USA and Germany who specialised in the fields of traffic navigation, radar and driver information systems.

The team members had to satisfy a comprehensive JETRO selection process to earn what can only be described as a significant start up opportunity to exploit the new emerging markets. The mission gave a clear insight into what the Japanese auto-Industry expected from their suppliers and how mtrack could capitalise on its USP in the Asian market.

JETRO’s mission was to source an international group of companies whom could clearly demonstrate a unique and world class leading service in the field of vehicle safety, security and automated control systems to help protect people and the environment.

Personal introductions on mtrack service provision were made to Toyota, Honda, Suzuki, Kawasaki, Denso, Mazda, and Isuzu.



Automatrics Director Richard Taylor presents mtrack at Nagoya Motor Show

Mtrack was presented to media officials and key Japanese government representatives. “Japan’s rising theft awareness is becoming a concern, and we have very little choice for effective recovery systems ” explained Mr Koichi Sahara at the ministry of land.

“Mtrack technology appears awesome” said Mr Yoshiaki Sugiyama the Director General for the Economy, Trade and Industry.

At Kitakyushu science park Mr. Taro Ishi former Managing Director of ITS Japan addressed mission members whilst on the latest world ITS needs. Members also visited the Zenrin corporation who provide navigation maps for Japan.



Kitakyushu to Nagoya in 300 KPH super fast bullet train

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