

# Overview



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## Contribution to the Special Issue on Advanced Technologies for New Modern Automobile Lifestyle

In the global auto industry today, major developed markets such as Japan, the U.S. and Europe are unlikely to grow significantly, whereas sales volumes are rising, albeit not steadily, in the emerging markets of Brazil, Russia, India, and China (BRICs). Automobiles are facing difficult times with challenges such as global warming, higher crude oil prices, and traffic accidents. Against this backdrop, technological developments for better fuel consumption and conservation of natural resources, as well as safety and security, are becoming increasingly important for the whole auto industry. Mitsubishi Electric is working hard to develop and use state-of-the-art technologies and new products.

Automobiles in the 21st century must be in harmony with the environment, people-friendly, and enjoyable. Future development efforts must encompass diverse, sophisticated research and development based on not only downsizing and light-weight design techniques and advanced electronics control techniques, but also communications and information technologies. Mitsubishi Electric will use and integrate these to successfully develop "advanced technologies for a new modern automobile lifestyle," and thus, we will continue to contribute to the development of society through creating a new automobile culture in the 21st century.