

a b o u t  
**JAF**  
2 0 1 9



一般社団法人

日本自動車連盟

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## JAF's Basic Philosophy

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As a public-service organization, JAF is dedicated to providing auto users services that enhance their safety and their sense of security while aggressively promoting campaigns for road safety and the environment, contributing to the development of a healthy autocommunity.

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## JAF's Management Guideline

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- 1 Service-oriented**  
Our operations are based on the basic principle of serving society with a service-oriented spirit.

- 2 Challenge-oriented**  
We will constantly pursue reform with an awareness of the problems we face and promote our operations with creativity and a spirit of robust challenge.

- 3 Openness**  
We will listen to the voices of our members and many others to make our organization wide open to the public.

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INDEX

Moving Forward with the Mobility Society	P04
A safety net for an automobile society	P06
Member benefits and services—always available	P10
Our approach to social issues	P16
Motorsports Promotion	P24
The Internet and Social Networking	P26
Customer Relations	P30

# Moving Forward with the Mobility Society

2

Member benefits and services—always available

1

A safety net for an automobile society



**Takayoshi Yashiro**

President  
Japan Automobile Federation (JAF)

Since its establishment in 1963, JAF has provided people with services designed to make their time on the road safer and more secure and much more. With your support, JAF has risen to become the third largest automobile club in the world.

In our lives today we all make use of many products with Internet technologies, and these products greatly increase their convenience and help us to acquire new knowledge and information. As technology

continues to advance, the environment around us will no doubt continue to change at an accelerating pace.

With this the tenor of the times, JAF will further expand the services it has thus far provided and commence initiatives for the arrival of the new mobility society.

For our road services, we will continue to put emphasis on straightforward communication with customers at assistance sites and work

### 3 Our approach to social issues



to raise our overall technical capacities to enable us to accommodate vehicles with new technologies. Additionally, we will create new systems that incorporate the latest technologies to quickly and efficiently dispatch road service patrol vehicles.

For membership benefits programs, we will strengthen alliances with our partner companies, expand the service menu, and propose services optimized to member lifestyles through the use of digital

### 4 Motorsports Promotion



technologies.

In the area of traffic safety activities, along with conducting local traffic safety classes, we will broadly take up the issue of protecting pedestrians at crosswalks without traffic signals in collaboration with related institutions and the media.

And, in connection with motorsports, which we see as one of the major pillars of Japan's automotive culture, we will strive to increase

### 5 The Internet and Social Networking



the motorsports fan base while maintaining the safety and fairness of the competitions.

Under a basic philosophy of contributing to the sound development of the autocommunity, JAF will work to continue providing services that are highly satisfactory to all members.



# 1

## A safety net for an automobile society

When member vehicles break down or encounter other trouble, we go directly to the site and rapidly provide assistance. Our reliable road services constitute a safety net for an automobile society.



## Distinctive Road Services by JAF



### 24-Hour, Year-Round System for a Smooth Traffic Environment

You never know when you may be involved in a traffic accident or when your car or motorcycle may break down. Our role is to conduct activities for maintaining a safe, smooth traffic environment for the sake of the peace of mind of drivers and riders. Our nationwide network offers emergency assistance 24 hours a day, 365 days a year, ensuring that we arrive at your side quickly.

#### Number of Road Service Locations

JAF-run bases	234
JAF contracted garages	1,330



### Assistance Provided 2.28 Million Times Annually, Once Every 13.8 Seconds

Road services are available for automobiles and motorcycles weighing 3,000 kg or less (maximum loading capacity of 2,000 kg or less). Assistance was provided 2,286,043 times in fiscal 2018. The most numerous request on ordinary roads was because of a flat battery, and on expressways, because of tire trouble, the same results as the previous year.

#### FY2018 Road Service Data

		FY2018	FY2017
Total		2,286,043	2,384,110
	# of 2-wheeled	71,864	73,983
Ordinary roads		2,210,334	2,305,777
	# of 2-wheeled	69,309	71,213
Expressways		75,709	78,333
	# of 2-wheeled	2,555	2,770



### Building a Next-Generation System For Faster, Smoother Service

Service vehicles are managed from four road service operation centers in the Kanto, Chubu, Kansai and Kyushu regions to ensure that help arrives quickly. In 2017, we made it possible to request assistance via smartphone. JAF is currently building a next-generation system that incorporates AI to provide even higher quality services for the new mobility society.

Requested Assistance on Ordinary Roads			
4-wheeled	1 Flat battery	710,226	33.2%
	2 Flat tire	387,862	18.1%
	3 Key locked in	170,214	8.0%
2-wheeled	1 Flat battery	13,951	20.1%
	2 Flat tire	9,691	14.0%
	3 Key locked in	5,012	7.2%
Requested Assistance on Expressways			
4-wheeled	1 Flat tire	27,043	37.0%
	2 Out of fuel	9,080	12.4%
	3 Accident	5,460	7.5%
2-wheeled	1 Out of fuel	632	24.7%
	2 Flat tire	281	11.0%
	3 Alternator/circuit	136	5.3%



## Meeting the Needs of Local Communities



### Emergency Road Service Task Force Serves Even Disaster Affected Areas

When a major disaster occurs, JAF Emergency Road Service Task Force, with team members selected from around the country, is dispatched to the area affected by the disaster to transport damaged vehicles and accommodate the sharp increase in assistance requests. In fiscal 2018, a total of 332 team members were dispatched and provided 5,863 instances of assistance during the peak winter season in heavy snowfall areas and in response to the torrential rainfall that hit western Japan from June 28.



### A Nationwide Network of Mutually Supportive Neighborhood Branches

When assistance requests quickly increase for sudden, unforeseen reasons, JAF's nationwide network has a major advantage in that it can accommodate the requests with help from neighboring branches. In 2018, when Typhoon No. 21 made landfall in September, neighboring branches quickly helped accommodate the increase in assistance requests in Osaka caused by the typhoon, providing 127 instances of assistance.



### Coordination with Related Organizations Helping Build Disaster-resistant Communities

Partnering with the Tokyo Metropolitan Police Department and Kanagawa Prefectural Police, in September 2018 we held a joint drill that simulated assistance in a disaster situation with the participation of the Emergency Road Service Task Force. The drill verified coordination with related organizations for assisting damaged vehicles and ensuring the availability of emergency routes. The drill helped to raise skill levels with respect to emergency assistance and prepare us for contingencies.

#### FY2018 Joint Emergency Drills with Local Governments

# of drills	78
# of personnel	179



〈A safety net for an automobile society〉

## For User Satisfaction and Peace of Mind



### Training and Certification Programs for Raising Service Quality

JAF has career training programs to enable all team members to provide consistent, high-quality service. Team members work daily to improve their knowledge and skills, acquire internal certifications, and demonstrate their abilities in the Company-wide Road Service Contests held once every two years. Team members continually apply themselves to acquire higher levels of skill.



### Assured Handling of Diversifying Trouble

JAF holds training nationwide on accommodating assistance requests for electric and hybrid vehicles. When an electric vehicle's battery goes dead, we bring the car to a charging station. We are also actively developing original equipment to enable us to accommodate the latest technologies and diversifying vehicle issues.



### Questionnaires for Raising Customer Satisfaction

Customers who use JAF's road services are given a questionnaire to allow us to assess their satisfaction with the services. In evaluations of our contact centers and onsite performance, a majority of customers have rated us as "beyond my expectations." Questionnaire findings are further analyzed and fed back to our road service professionals.

# 2 Member benefits and services – always available

We want members to experience the benefits of membership in everything they do daily. JAF provides convenient, money-saving services that include member benefits, events and search tools.





〈Member benefits and services—always available〉

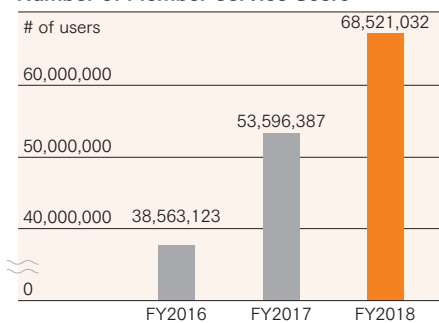
## Membership Benefits Keep Growing



Get a Great Deal  
Every Time You Show  
Your Membership Card

Membership gives members access to discounts and bonus gifts at a large variety of stores and facilities around the country. Showing your membership card (reservations required in some cases) provides unlimited, anytime access to your benefits - it's that easy. We've partnered with a large variety of stores and facilities to allow members to experience the benefits of membership no matter where they are or what they're doing, whether in their day-to-day routine or on a road trip or long vacation.

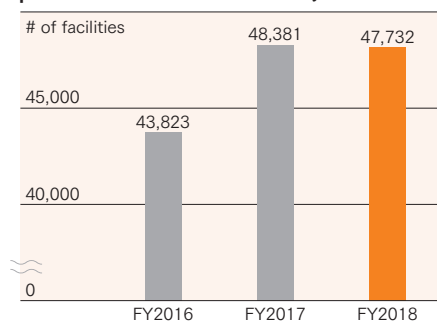
Number of Member Service Users



Over 47,000 Partner  
Facilities Nationwide

While researching member needs, we continue to expand our network of partner facilities. From popular restaurants to roadside rest areas, service areas and parking areas, we are strengthening benefit agreements with our partners. Including limited-time campaigns, coupon programs and the like, our membership benefit services were used a total of 68,521,032 times in fiscal 2018, an increase of approximately 14.9 million times from the previous fiscal year.

Trend in the number of  
partner facilities (end of each fiscal year)



Partner Facilities in  
Over 50 Countries and  
Regions Worldwide

Through tie-ups with auto clubs overseas, members have access to road services even when traveling overseas, and they can also receive special member prices at recreation and leisure facilities in over 50 countries and regions around the world. There are also 5,461 partner facilities in Japan that provide benefits to members of overseas auto clubs when in Japan.

(See JAF website for more information)

〈Member benefits and services—always available〉

## A Diverse Lineup of Member Benefits



### Daily Living Benefits, Like Restaurants and Shopping

A wide range of restaurants offer benefits, from nationwide family-style and fast food restaurant chains to local cafés. Benefits are also provided at retail facilities, beauty parlors, dry cleaners, sports facilities, culture centers and other locations.



### Leisure, Sightseeing, Hotels Benefits for travels

Our partner facilities provide a full range of benefits to auto users, who have many opportunities to get out and about, for leisure and sightseeing around the country. This network covers all kinds of tourist attractions, including theme parks, zoos, art and natural history museums, hot springs resorts and more. Benefits are provided for lodging facilities, tour packages, rental cars and ferries.



### On the Road Benefits at Rest, Service and Parking Areas

While on the road, drivers often make use of service and parking areas on expressways, Michi-no-Eki rest areas, gas service stations and other such facilities. JAF's network of partner facilities include 418 service and parking areas as of the end of fiscal 2018. We are focused in particular on Michi-no-Eki rest areas and have increased our number of partners to over half of the total number of the rest areas in Japan.

#### Main Categories of Member Benefits

##### 【Daily Living】

Gourmet／Shopping／Amusement／  
Culture／Outdoor

##### 【Going Out】

Amusement (Theme) Parks／Sightseeing Spots／  
Zoos and Botanical Gardens／  
Art Galleries and Museums／Aquariums／  
Fruit and Vegetable Picking／Travel／  
Hot Springs and Bathing／Accommodation

##### 【On the Road】

Service Areas and Parking Areas／Michi-no-Eki／  
Gas Service Stations



〈Member benefits and services—always available〉

## Information Provided via Various Media



### Partner Facilities Listed in JAF User Guide

JAF User Guide consists of three volumes of information on partner facilities, organized by the type of facility. It is provided to members once a year to give them an overview of the range of facilities, allow them to see which new facilities have been added and enable them to make other discoveries of places they may be interested in. It also allows members to reacquaint themselves with JAF's various member services and increase their knowledge of them.



### JAF PLUS Loaded with Coupons and Seasonal Deals

JAF PLUS paper, which is delivered to members with JAF Mate, is filled with benefit information and numerous coupons, which are especially popular. Coupon users in fiscal 2018 numbered approximately 26.6 million, an increase of around 10.9 million compared to the previous fiscal year. The gift promotion in the January 2019 issue drew over 5.0 million entries.

#### Coupon Users and New Year's Present Entries in the Past 3 Years

	Number of coupon users	Number of entries
FY2018	26,594,456	5,088,359
FY2017	15,678,165	6,171,838
FY2016	8,336,443	5,708,385



### Easily Search for Partner Facilities on Your Computer or Smartphone

Our JAF Navi website has a search function for partner facilities and also periodically updates with special limited-time benefits, exclusive JAF Navi campaigns and new partner facilities. Information on the latest deals can be found at any time. We also offer a convenient smartphone app, JAF Otoku Navi, which allows people to search for partner facilities in their immediate vicinity.

## Various Member Services and Initiatives



Various Events to  
Raise Member Satisfaction

Events for becoming better acquainted with JAF and deepening friendships among members are held in regions around the country. Nature experience events, classical music concerts, the major JAF Festival, held in each of JAF's eight regional blocks, and events rich in local color organized by local JAF branches. Information on these events is provided in JAF PLUS and on our website.



Smooth Event Signup with  
Online Reservation System

The JAF Navi Reservation and Payment System is provided to make signing up for events even more convenient for participants. Allowing people to sign up for events online, this system was used for 301 events around the country in fiscal 2018. We also introduced the new e-JAF Ticket system, which facilitates event management by simplifying the reception process.



JAF Online Retail Offers  
Special Member Prices

JAF's mail order website "Tsuhan Kiko" offers a carefully selected lineup of high-quality, safe and convenient products for a richer life both in and out of the car. At the same time, "e-JAF Shop" supports local communities as an online retail site that provides local specialties and souvenirs from municipalities with which JAF has tourism agreements. Members can get even better deals by making purchases with the JAF JCB credit card.

### FY2018 JAF Event Attendees

174,185

〈Member benefits and services—always available〉

## Various Member Services and Initiatives



### A JAF Drive Map for Member

The JAF Drive Map, which comes in nine types, is a convenient area map and expressway guide for route planning that also contains information on sightseeing spots and partner facilities. At least one map is provided each year to every individual and corporate member for the area based on their registered address, and additional maps are given out based on the number of years of continuous membership.



### Bonus Gifts for Individual Members with 10 Years or More of Continuous Membership

Various bonus gifts are given to individual members who have been continuous members of JAF for 10 years or more in order to express our appreciation. These gifts include long-time member stickers, health care services and the JAF Drive Map. For members who have been with us for 30 years or more, we offer the Premium Catalog filled with special benefits.



### JAF Liaison Meetings for Business Matching

A liaison meeting for business matching was held for partner facilities in September 2018 and drew 187 people from 125 partner facilities. JAF branches also held similar meetings to encourage networking between JAF, which is engaged in regional vitalization, and local partner facilities and municipalities. At the meetings, active discussions were held on future possibilities for the tourism business.

#### JAF Drive Map Lineup

Hokkaido, Tohoku, Kanto/Koshinetsu, Chubu, Kansai, Chugoku, Shikoku, Kyushu/Okinawa, Tokyo/Yokohama

#### Benefits for Long-term Individual Members

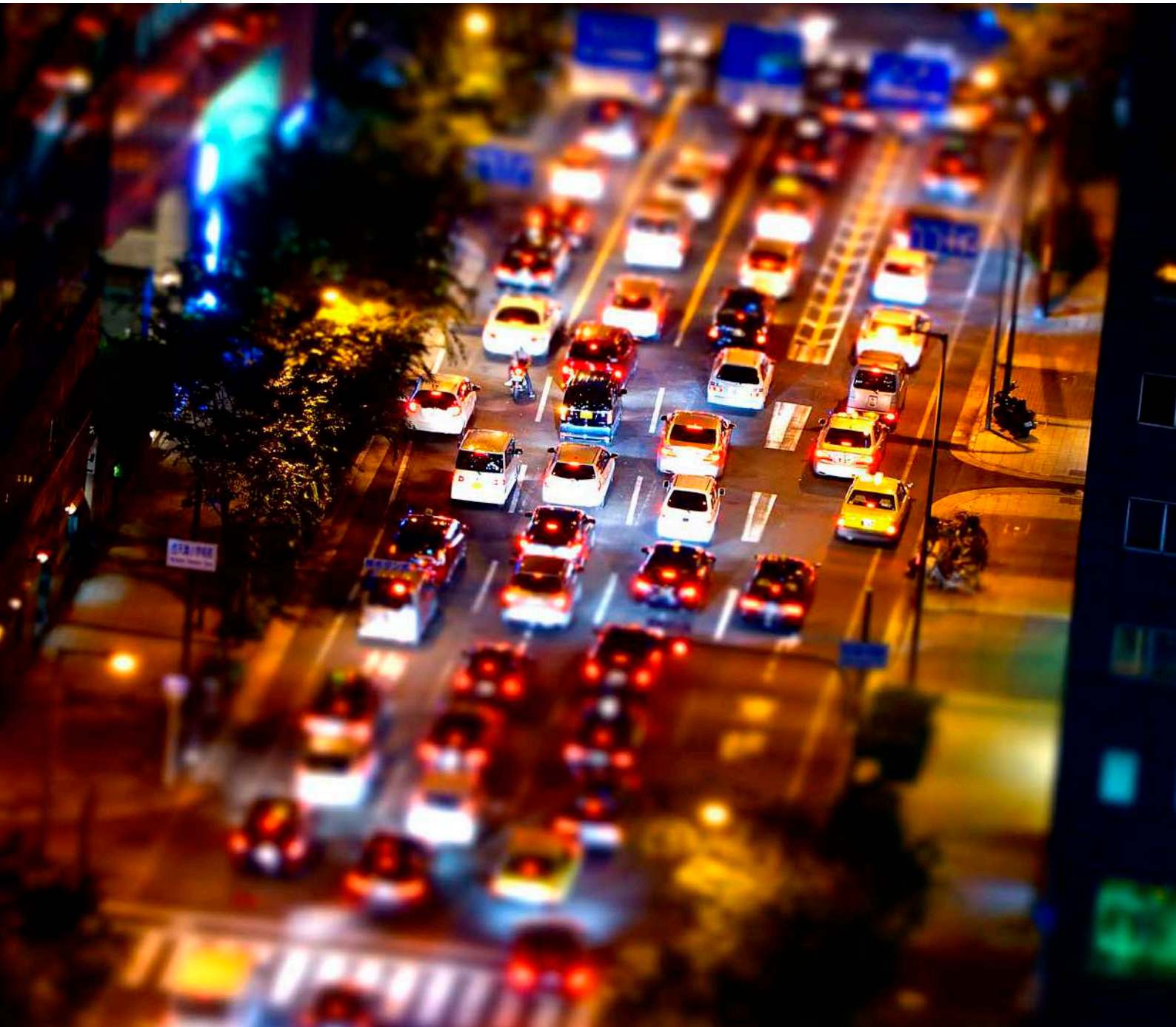
	10years+	20years+	30years+
Long-term Member Sticker Gift	○	○	○
JAF Health Care Service	○	○	○
e-JAF Shop long-term member discount	○	○	○
"Hotmap Mail" emailing service	○	○	○
Free JAF Drive Map Gift (delivery fee applies)	5copies	7copies	9copies
Free delivery for number of JAF Drive Map gifts (first time order only)	—	○	○
Premium Benefits	—	—	○



# 3

## Our approach to social issues

With Japan's population aging and foreign visitors rapidly increasing, people's lives and their awareness are changing in unprecedented ways. Based on fact-finding surveys of traffic etiquette, JAF conducts awareness-raising activities and support for individual vehicle users and the general public.







### Nationwide Survey on Vehicles Stopping at Crosswalks without Traffic Signals

JAF has conducted a nationwide survey since 2016 on the percentage of vehicles that stop at pedestrian crosswalks when there are no traffic signals. In 2018, the survey was conducted in 94 locations around the country, and it found that on average only 8.6% of vehicles stop. It remains the case that over 90% of vehicles do not stop for pedestrians, and this was widely reported in the media as well.



### Omoiyalty Drive Campaign Initiatives

The Omoiyalty (omoiyari means “thoughtfulness” in Japanese) Drive Project aims to improve traffic etiquette and bring about a safer, nicer society through the thoughtfulness of each and every person. As a part of the campaign, feature articles on seeing-eye dogs and service dogs and on driving etiquette and rules in Japan were published in JAF Mate and on JAF’s website. The project’s advocates topped 45,000.



### Promoting an Accurate Understanding of ASV via CGI and Practice Sessions

Advanced safety vehicles (ASV), which support safe driving, are spreading rapidly. We have created CGI videos and published it on our website to promote an accurate understanding of ASV. Six of the main functions of ASV are clearly explained, both their benefits and related cautions. Practice sessions in which our staff ride along with participants are also held in regions nationwide.

## Awareness Raising Programs for Individual Users



### Practical Skills Classes Led by Instructors

JAF holds practical skills classes in regions around the country in which participants use their own vehicles. In recent years, the classes have focused on preventing accidents involving elderly drivers. We also run a senior drivers school with a curriculum on multi-step stopping at intersections with poor visibility, and we added video cameras and monitors to allow participants to objectively verify their own driving.

#### FY2018 Training Classes

	Classes	Participants
Safety Training	30	517
Senior Drivers School	46	750
Eco Training	32	411



### Traffic Safety Tools Make Learning Fun, from Children to Seniors

Traffic safety events utilize various hands-on tools to make learning fun for everyone. We issue Child Safety Licenses after traffic safety quizzes, provide the Reflection Box to allow participants to visually confirm the benefits of reflective materials at night, and a game-like tool for seniors that measures their reaction speed. Over 700,000 people participated in fiscal 2018.

#### FY2018 Participants for Hands-on Traffic Safety Tools

Child Safety Licenses	295,109
Reflection Box	224,505
Seatbelt Convincer	188,648



### DoReMi Group Teaches Traffic Rules to Children

The JAF DoReMi Traffic Safety Group was formed primarily of volunteer groups in 2007 to communicate the importance of observing traffic rules with music and other activities to kindergarten and nursery school students and their parents and guardians. Since it was established, the group has held 3,609 workshops nationwide as of the end of March 2019.

#### FY2018 JAF DoReMi Traffic Safety Group Presentations

Performances	253
Participants	31,904

## 〈Our approach to social issues〉

# Experiments, Surveys, and Use of the Web

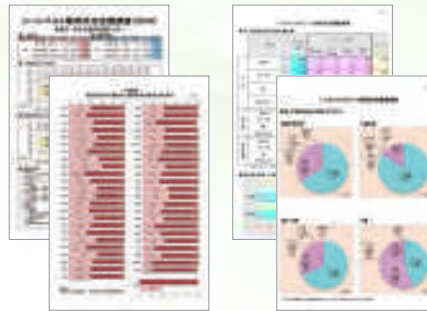


## User Test Seeks to Answer Car-Related Questions

The JAF User Test, which we have run since 1983, is a test for the everyday questions and concerns of drivers. Five themes were taken up in fiscal 2018, and the results of the test were published in JAF Mate and videos were also put on our website. People have been highly interested in the test, and information on it is provided to the media as well.

### FY2018 User Test

Is it possible to keep from getting sunburned while riding in a car?
How do you see other cars and pedestrians in heavy downpours or thick fog?
Are snowy roads safe if you have four-wheel drive? How does climbing and braking performance compare to two-wheel drive vehicles?
Should tire chains for snowy roads go on wheels other than the drive wheels?
If I use automatic high beams, is it not necessary to switch manually?



## Nationwide Surveys and Online Questionnaires

JAF conducts various survey activities to ascertain the awareness and general situation of riders and drivers. We conducted nationwide surveys on seatbelt use and child seat use with the National Police Agency as well as a questionnaire on the automobile tax code. Survey data is published on our website and utilized in awareness-raising and request activities.

### FY2018 Nationwide Surveys

April	Nationwide survey of child seat use
July/August	Questionnaire related to automobile tax code
August/September	Nationwide survey on vehicles stopping at crosswalks without traffic signals
October	Nationwide survey on seatbelt use



## Online Traffic Education for Seniors, Risk Prediction and More

Our online content has been enhanced to allow people to easily learn about traffic safety on their computers or smartphones. The "Aged Driver Comprehensive Support Site" for senior drivers has two new cognitive training tools, and the risk prediction training program using actual situations has added six new videos, including one on expressways and one on parking lots.

### Traffic Safety Awareness Contents on the JAF Website

Aged Driver Comprehensive Support Site	added contents
Risk Prediction / Accident Avoidance Training	added contents
360-degree Virtual Reality Video site	
Traffic Safety Videos 10 in Categories	
Rear Seat Belts for Peace of Mind	
Own Car Inspection for Beginners	

## Our Approach to National Society and Local Communities



### Requests and Proposals for Revising the Automobile Tax Code

JAF carries out publicity activities on the streets nationwide and on its website to advocate for the simplification of the automobile tax code and a reduced tax burden through major reforms. In 2018, based on record-high feedback from 123,608 people, we compiled a formal request related to fiscal 2019 tax code revisions and submitted it to the political parties and Diet members and also delivered the will of drivers to the nation's 47 prefectural governors.



Road signs established with traffic direction designations to enable lane changes with ample leeway

### Proposing Improvements to Road and Traffic Conditions

Through the JAF Traffic Safety Executive Committee, we collect feedback from drivers on the placement of traffic signals, the appropriateness of road signs and other road conditions that are potentially dangerous or cause inconvenience, investigate and consider the feedback and then make proposals for improvements to related institutions. In fiscal 2018, the committee made 279 proposals. Those that led to improvements are shown on our website.



### Dispatching Instructors to Companies and Communities

JAF employees are dispatched as instructors for traffic safety classes and corporate training on the request of municipalities, companies, groups and schools. Classes are composed of original curriculums that utilize roadside assistance data and the results of various surveys. The instructors continually work to refine their skills through JAF's instructor training program.

#### Onsite Classes Offered in FY2018

# of Classes	4,533
# of Attendees	636,056

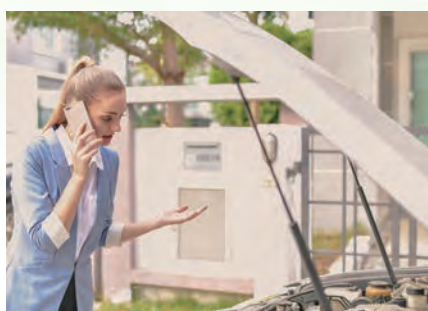


## International Activities and Services for Foreign Visitors



### International Activities as FIA Member

JAF is a member of the Fédération Internationale de l'Automobile (FIA), which is made up of the world's automobile clubs, and as the third-largest contingent in the world, actively participates in international activities. We also support the United Nation's Decade of Action for Road Safety 2011-2020, and in this and other ways contribute to traffic safety for society from a global standpoint.



### Interpretation Services for Rapidly Increasing Foreign Visitors

Interpretation services for foreign visitors have been instituted in 14 languages, including English, Korean and Chinese, at contact centers and road service sites. In addition, on our English language website, we provide information for inbound tourists, including points to remember when driving and sightseeing in Japan.

#### Instances of Interpretation Services in Past 2 Years

FY2018	2,678
FY2017	2,376



### Support for Switching from a Foreign Driver's License

JAF issues Japanese translations of foreign driver's licenses, a requirement for switching from a foreign license to a Japanese license or for driving in Japan (for some countries and regions), to help foreign visitors and residents be able to drive in Japan. We also issue an automobile carnet to simplify customs clearance procedures when transporting a car or motorcycle overseas.

#### Number of Japanese Translations Issued over the Past 3 Years

FY2018	71,482
FY2017	61,333
FY2016	53,821

## Regional Promotion in Collaboration with Local Governments



### Promoting Road Trips Through City Tourism Agreements

JAF has signed tourism agreements with 528 municipalities around Japan as of March 31, 2019 and introduces local tourist attractions to its members using its various communication tools. Utilizing the resources of the municipalities and of JAF, we work to contribute to regional revitalization and promote sightseeing by car or motorcycle as an attractive service for members.



### Online Publicity for Local Attractions

The JAF Navi website has a page for local promotions by municipalities with which we've concluded tourism agreements. The page allows municipal tourism officials to provide information on their cities, such as driving routes and tourist attractions. On a special page for JAF branch employees to present information on local attractions, features are planned each season and recommended seasonal information provided.



### Events to Promote Regional Development

JAF holds a variety of member events in cooperation with municipalities and partner facilities. The events are a collaborative initiative to raise member satisfaction and promote regional development. In October 2018, the Fruit of the Earth: Sweet Potato Harvest Festival was held in Omaezaki City, and 346 people participated. Children cheered with delight each time they pulled out a sweet potato.

## 〈Our approach to social issues〉

# Regional Promotion in Collaboration with Local Governments



Sales of Local Specialties  
at “Antenna Shop”

e-JAF Station Ashiya in Ashiya City, Hyogo Prefecture was opened in 2015 as the brick-and-mortar version of the online e-JAF Shop. It sells a selection of locally produced products and local specialties, primarily from municipalities with which JAF has tourism agreements. The store also provides extensive information on sightseeing in the area to promote local tourism.

### e-JAF Station Ashiya Shop Information

Location: 10-7 Uchide-kozuchicho, Ashiya City,  
Hyogo Prefecture  
Hours: 10:00 a.m. to 6:00 p.m.  
Closed: Wednesdays, first and third Thursdays  
(the next weekday when Wednesday falls  
on a national holiday), New Year holidays



Furu-Happy!  
New Hometown  
Tax Support Site

JAF's Furu-Happy! website in support of the government's hometown tax program was launched in June 2018. The site allows visitors to easily search for thank-you gifts and can be used simply and easily even by first-time users, providing an easy-to-grasp explanation of the hometown tax program and how to apply. For members, a limited-time gift campaign is also underway.



Drive Stamp Rally  
for Regional Revitalization  
through Driving Tours

Our Drive Stamp Rally, which anyone can easily participate in with their smartphone, has a nationwide scope. Participants can collect stamps while enjoying drives and enter to win gifts with a regional focus. As for the stops along the way, numerous municipalities and companies working toward regional revitalization have expressed a desire to participate, so routes are expected to further increase going forward.



# 4

## Motorsports Promotion

JAF is working to increase motorsport competitors and fans by holding Autotest, a race specifically for beginners, promoting greater participation by women, and conducting other excitement-generating initiatives.







## Administration and Promotion of Motorsports

JAF is Japan's national four-wheel motorsport authority (ASN) as designated by the FIA. In Japan, therefore, our role includes establishing rules and regulations, issuing licenses, authorizing competitions, and adjudicating competition-related disputes.

Number of Competition Licenses Issued in the Past Two Years		Number of Events Approved for Competition in the Past Two Years	
FY2018	71,061	FY2018	868
FY2017	69,979	FY2017	849



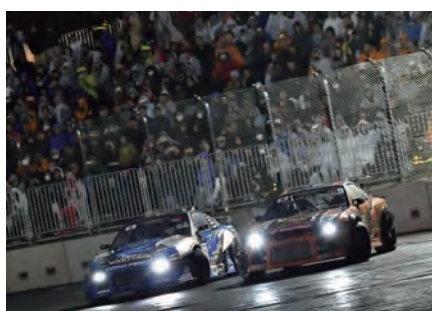
## Autotest: A Race for Beginners With Their Own Car

Autotest is a race for beginners that people can enter with their own cars and without a racing license. There were 2,858 participants in 2018, 18.1% more than the previous year. The partner promotions with auto makers and dealers, shopping malls, municipalities, and Michi-no-Eki rest areas were also more extensive.



## JAF Women in Motorsports

JAF is involved in holding driving lessons for women with the aim of promoting greater participation by women in motorsports. At the JAF Grand Prix Suzuka in October, a tour of circuit's pit building was held with special racing ambassadors to further promote the activities of women in the sport.



## Support for FIA Drifting Cup and Other Races

JAF helped stage numerous races in 2018, various FIA world championships in particular, including F1 held in October and November. For JAF Grand Prix Suzuka and FIA Intercontinental Drifting Cup, we dispatched racing committee members representing the host nation ASN.



## Honoring the Annual Champion and Top Prize Winners

This year's awards ceremony, which wraps up motor competition for the year, was held in Tokyo in November 2018. Drivers at the top of annual rankings in Super Formula Championship, Super GT Series and other categories were recognized with awards.



## JAF E-Motorsports Cup

Digital motorsports is currently evolving as a category of motorsports. Drawing on the mounting excitement, we held the JAF E-Motorsports Cup at the awards ceremony with the eight all-Japan champions. It was a fun and exciting event for everyone there.

# 5

## The Internet and Social Networking

JAF is focused on communicating through smartphone apps, social media and online content to get people better acquainted with JAF and make our services easier and more convenient to use.







## JAF Digital Membership Card

For Android & iOS

Your smartphone becomes your membership card.  
2,733,988 members have registered. \*as of March 2019

With the app installed, you can display your membership card on your smartphone and use it just like a plastic membership card to receive road services and special membership benefits. In fiscal 2018, we ran multiple campaigns in publications provided to members, and registered members increased by approximately 850,000.

- Forgot to bring your membership card?  
Display it on your smartphone  
(requires registration on JAF My Page)
- Use road services and partner facilities just by showing the app screen
- For further convenience, link to the Call JAF assistance app and JAF Otoku Navi app for finding partner facilities
- Exclusive gifts and information

\*Can be used with individual and family memberships.  
\*Updates scheduled for 2019.

For details and downloads:



## Social Media

### Facebook

Helpful information and the latest news are provided on these three official JAF accounts.

**Japan Automobile Federation**  
<https://www.facebook.com/jaf.jp>



**JAF Motorsports**  
<https://www.facebook.com/jaf.motorsports>



**e-JAF Station Ashiya**  
<https://www.facebook.com/ejaf.ashiya>



### Twitter

Car topics, JAF activities, local information and more are provided through these three official accounts.

**JAF**  
[https://twitter.com/jaf\\_jp](https://twitter.com/jaf_jp)

**JAF\_PLUS\_Tokyo**  
[https://twitter.com/JAF\\_PLUS\\_Tokyo](https://twitter.com/JAF_PLUS_Tokyo)

**JAF Motorsports**  
[https://twitter.com/jaf\\_motorsports](https://twitter.com/jaf_motorsports)

### YouTube

JAF produces and uploads videos onto the site, including User Test experiment videos, risk prediction training videos and concept movies.

**JAF Channel**  
<https://www.youtube.com/user/jafchannel>



## 〈The Internet and Social Networking〉 Official Website



### JAF

On this site, you can learn about various member procedures and JAF's activities, including roadside assistance services, member benefits, traffic safety and environmental friendliness, and so on.



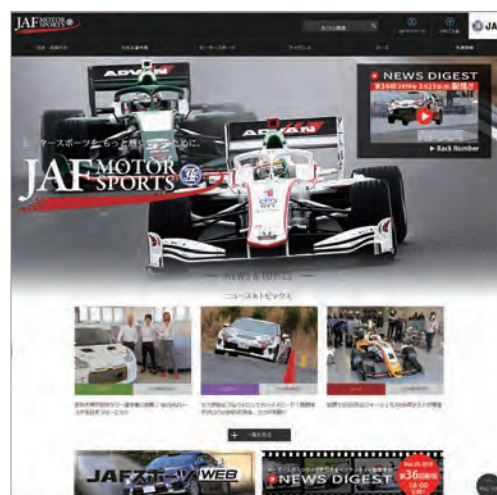
### JAF Navi

This site is loaded with great deals and extensive information on driving routes and tourist information from around the country. It includes exclusive member gift promotions and a shopping site.



### Road Services

Easy-to-understand information is provided on how to request roadside assistance, usage charges, service menus and more. There are also many tips on how to avoid trouble.



### Motorsports

JAF Motorsports News Digest is an online program dedicated to delivering scenes from JAF national championships held around Japan in a video digest format. It also provides various notices, an event calendar and detailed reports.





### Question Box for All Things Automobile

We answer all your questions and concerns on cars, whether on buying a car, their structure and mechanisms, driving, inspections, trouble, accidents or violations, in an easy-to-understand Q&A format.



### Aged Driver Comprehensive Support Site

This site is dedicated to ensuring elderly drivers can continue to drive enjoyably and safely. It provides eyesight and cognition tests and training to help people verify their driving ability.



### Special Site with 360-Degree Virtual Reality Video

This video-based traffic safety site offers virtual reality video shot with a 360-degree camera to simulate emergency situations. The versions available include expressways, vehicle water-submersion, vehicle collision, and bicycles.



### Happy Biking!!

This site provides scenic touring maps, advice videos and other content based on the concept of joyful motorbiking. Featuring motorcycle engine and exhaust sounds, the guide to famous motorcycles is especially popular.



### Traffic Safety Videos in 10 Categories

This site organizes JAF-produced traffic safety videos by category. 3-Minute Traffic Safety Training provides risk prediction training with different situations that rotate daily.



### Rear Seat Belts for Peace of Mind

Informative graphics and videos explain the dangers of not wearing seat belts. Easy techniques for putting on seat belts are also shown.





# Customer Relations

We carefully select information that we believe will enrich people's time with cars and their daily lives, and deliver it to our members.



JAF Mate

This members' magazine is intended to help members enrich their lives with automobiles. The contents are highly varied, ranging from features on cars and traffic safety to helpful articles on road trips and general living, and interviews with celebrities and other people of note.

Reader	Individual members, Corporate members
Circulation	June, 2019 issue 12,580,697



JAF PLUS

JAF PLUS comes with JAF Mate and is filled with information and timely deals, including highly popular coupons, limited-time benefit campaigns, and gift information. There is also extensive information from the region where the member is registered.

Reader	Individual members, Corporate members
Circulation	June, 2019 issue 12,675,780



JAF Sports

JAF Sports is a specialty magazine published four times a year since April 2018. It provides the latest news and information from the world of motorsports and is loaded with great reads, including expert comments from active drivers, race reports and more.

Reader	Racing license holders
Circulation	2019 Spring issue 47,151

## Raising Response Quality and Customer Satisfaction



### JAF Customer Service Centers

JAF Customer Service Centers provide information on procedures and services and respond to member questions and concerns. Along with raising response quality, we are shortening processing times after call response and strengthening our system for taking calls in peak seasons. The centers have received a three star rating, the highest given, for five consecutive years in a prominent survey of call centers.



**Nationwide Membership 19,487,221**

Previous FY 19,185,692 (301,529 increase in one year)

## JAF's 8 Regional Headquarters 52 Branches and the Number of Registered Members Nationwide

### Hokkaido Regional Headquarters 741,142 memberships

Sapporo Branch Hakodate Branch Asahikawa Branch  
Kushiro Branch Obihiro Branch Kitami Branch



### Tohoku Regional Headquarters 1,380,588 memberships

Aomori Branch Iwate Branch Miyagi Branch  
Fukushima Branch Akita Branch Yamagata Branch



### Kanto Regional Headquarters 6,283,225 memberships

Niigata Branch Nagano Branch Ibaraki Branch Tochigi Branch  
Gunma Branch Saitama Branch Chiba Branch  
Tokyo Branch Kanagawa Branch Yamanashi Branch



### Chubu Regional Headquarters 3,945,597 memberships

Toyama Branch Ishikawa Branch Fukui Branch Gifu Branch  
Shizuoka Branch Aichi Branch Mie Branch



### Kansai Regional Headquarters 3,227,628 memberships

Shiga Branch Kyoto Branch Osaka Branch  
Hyogo Branch Nara Branch Wakayama Branch



### Chugoku Regional Headquarters 1,160,876 memberships

Tottori Branch Shimane Branch Okayama Branch  
Hiroshima Branch Yamaguchi Branch



### Shikoku Regional Headquarters 578,875 memberships

Tokushima Branch Kagawa Branch  
Ehime Branch Kochi Branch



### Kyushu Regional Headquarters 2,169,290 memberships

Fukuoka Branch Saga Branch Nagasaki Branch  
Kumamoto Branch Oita Branch Miyazaki Branch  
Kagoshima Branch Okinawa Branch



500,000  
Regional headquarters  
Branches

## Japan Automobile Federation (JAF)

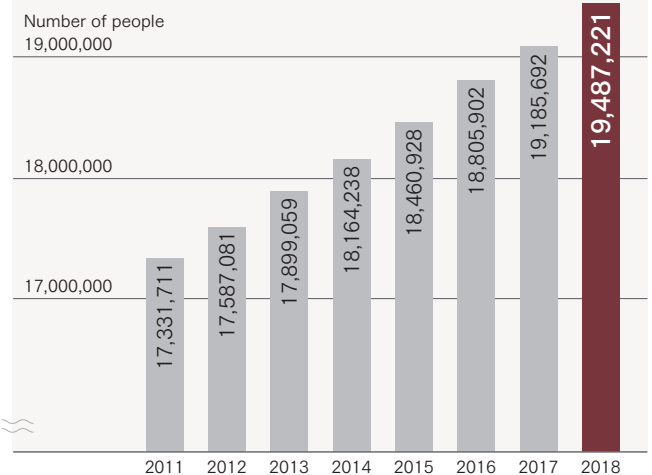
Established	April 1, 1963
Locations	1 headquarters/8 regional headquarters/52 branch offices
Number of employees	3,438 (3,099 male/339 female)

## JAF Memberships

Type	# of Members	Road Services
Individual	12,761,474	Available for vehicles that members are riding in, as the driver or the passenger.
Family*	5,944,477	
Corporate	781,270	Available to any corporate or group member, as long as the vehicle is registered.

\* Family members who live in the same household as or share a living with an individual member (up to five per individual member).

## Trends in JAF Membership (graph shows figures at end of each fiscal year)



## For automobile or motorcycle breakdown and other trouble

### JAF Emergency Roadside Assistance Calls

Nationwide, 24 hours a day,  
365 days a year.



**0570-00-8139**

Charges apply (¥10/min. for landline,  
¥10/20 secs. for mobile phones).  
Calls cannot be made from some mobile and  
IP phones.

\*Not eligible for mobile carrier free  
communication services.

or **#8139**

Charges apply. Calls cannot be  
made from dial-up landlines, some IP phones,  
and certain mobile phones.

\*Assistance can also be requested from JAF's  
smartphone app for Android and iOS.

## Change of address and other procedures/ learn about member benefits and services

### JAF Customer Service Center

Nationwide

Weekdays: 9:00 a.m. to 7:00 p.m.

Weekends and national holidays:

9:00 a.m. to 5:30 p.m.

(closed for the New Year holidays)



**0570-00-2811**

Charges apply (¥10/min. for landline,  
¥10/20 secs. for mobile phones).  
Calls cannot be made from some mobile and  
IP phones.

\*Not eligible for mobile carrier free  
communication services.

For those using the dial-in flat rate plan:

**☎048-840-0036**

## Contact us online

<http://support.jaf.or.jp/>

Please use the FAQ section by category  
or the contact form.

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# JAF

一般社団法人 日本自動車連盟

JAF



This booklet is made with FSC® certified  
and controlled materials.

