

The Day, “Automobile” becomes Auto- Mobile

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Why Automobile is Auto?

- Automobile is called as “Auto”, because it move Automatically without hoses at a coach.
- And this type Automobile continues to exist until now.
- We call it as the 1st stage Automobile here.
- Now it is progressing to Auto-Mobile without driver.
- We call it as the 2nd stage Automobile here.

The 2nd stage Automobile is completely different from The 1st stage Automobile

- Currently many engineers are struggling between the extreme 1st stage automobile where a driver is fully assisted by electric systems etc. and the 2nd stage Auto Mobile where a driver doesn't need to drive, so there doesn't need to exist any operating devices.
- The 2nd stage automobile is completely different from the 1st stage automotive.

Misunderstanding

- Recently, “the auto brake system” is advertised like the 2nd stage automobile.
- It is one of brake assisting system, because it needs a brake pedal even now.
- But the advertising information produced misunderstanding for this system that it were automatic system, customers do not need to use brake pedal at any condition.

Which is responsible?

- The 1st stage automobile will progress repeating such confusion.
- Over advertising for effect of new system and misunderstanding by customers, which is wrong & which is responsible?
- It depends on the current state of development of new system.

To prevent customer's misunderstanding

- When 1990s, A car maker made full application of ABS system for all vehicle in Japan.
- At that time they made a special advertising to prevent customer misunderstanding for ABS.
- But currently, in the adverting of many car makers we cannot find such consideration to prevent misunderstanding by customer.
- The assist system will be produced more & more.
- We need such action to prevent misunderstanding by customer.
- Most important point is to share the understanding for difference between “assist” and “auto” clearly.

Can you image to state of the world produced by the 2nd stage Automobile

- Most engineers make effort to produce full assisting system and some of them think the 2nd stage automobile is extension of it.
- But they are completely different.
- I think we need to think about the state of world produced by the 2nd stage automobile more.
- Can you image the automobile on which driver is not exist, any operating devices are not exist , also.
- Can we call such system as automobile?
- Is it happy?

Future must Exist in Past

- Formerly. Mr. Fujisawa (Honorary Senior Advisor of Honda) said to Mr. Kume (the 3rd President of Honda Motor)
- “You are searching future hardly, but there is not future. Even though you want to see & find future, you never only see future. You have to look for it in the past.
- When you do it, you can find the key to open the door of your future.”
- This is very important words to think about future.

This is only a posing of a Question

- We need to think about the state of the world produced by the 2nd stage automobile more.
- When we do it, we should see past experiences again, for example, the time when the 1st stage automobile was produced.