

HIOKI 公司於美西海岸初次設立分店

2017/9/9

日本經濟新聞 地域經濟

計測器大廠 Hioki 於八日公開發表將在美國加州成立美國分公司。這是 Hioki 首次在美西設立據點，三位日本人常駐。Hioki 意圖將子公司做為在北美海岸地區的販售據點。在看好電動車用電池及電動車的未來成長的市場，展開與顧客密切的販賣活動。

Hioki 過往皆以派遣員工在美西進行銷售，但由於認為有一定的需求量而斷然設立分公司。

米西海岸に初の支店開設 HIOKI子会社

2017/9/9 付

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計測器大手のHIOKIは8日、米国子会社がカリフォルニア州に支店を開設すると発表した。米西海岸への支店設置は初めてで、日本人3人が常駐。米西海岸地域での電気測定器の販売拠点とする。自動車バッテリーや電気自動車(EV)など今後の成長が見込める市場で、顧客に密着した販売活動を展開する。

これまで契約社員が西海岸での販売を担っていたが、一定の需要が見込めるため支店の設置に踏み切った。

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2017/09/13 4:45 am

Nick Gibbs

本田宣告將於兩年內在歐洲推出一台純電動車。

本田將自家的城市概念電動車在週二的法蘭克福汽車展上正式亮相。

本田執行長八鄉隆弘於汽車發表會表示：「這輛車並非像是一些在遙遠的未來才推出的車輛，這輛車 2019 年會在歐洲這裡販售。」

本田的歐洲老闆 Philip Ross 表示這輛電動車特別位歐洲設計製造，但會銷售至全世界。「我們相信我們會為歐洲製造出一輛好車，而這輛車會在其他地方生產。」車子將於日本生產。

這輛城市概念車的設計理念是為了滿足歐洲人對於大輪胎，運動型大台車的喜愛與一些高科技革新，例如以相機取代後照鏡。

Philip Ross 表示他期望電動車銷售量能在 2019 年占歐洲市場的約四到五個百分比。城市概念車的生產版將占本田在歐洲市場銷售量的一小部分，會目前的銷量為販售大約五千台車。

新平台

這個概念將會在一個全新汽車平台上製造，還會為科技和設計設置一個標準的方向，這將會於未來的本田電池電動車產品模型中出現，本田說。這概念車比本田的 Jazz subcompact 還要小。

汽車有細長的前柱能夠讓車體看起來復古並能增加車體內能見度。車子內部設計以休閒感為主調。

設計概念中有一個長度將近儀錶板的寬長顯示屏。

車內有木紋加工和有自然灰皮毛包覆前座，車門上會有兩個小螢幕展示從兩邊的相機拍攝到的後方景象。

本田也展示了車型 **CR-V**，其為一個接近量產的概念，此概念將會取代在歐洲的 **CR-V** 柴油車。本田說將此車作為第一台混合動力 SUV 車，持續銷售到下一年

本田也表示他們的目標為，在 2030 年前世界上三分之二的本田汽車能擁有電氣化技術。在歐洲，對於低排氣汽車的監管壓力逐漸成長，2025 年為目標年。這是出自於他們對純電動和油電混合車的濃厚興趣。

Honda will launch a small electric car in 2019

September 13, 2017 @ 4:45 am

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FRANKFURT -- Honda said it will launch a full-electric city car in Europe in two years.

The automaker unveiled the Urban EV concept previewing the car at the auto show here on Tuesday.

"This is not some vision of the distant future. A production version of this car will be here in Europe in 2019," Honda CEO Takahiro Hachigo said at the car's unveiling.

Honda's European boss, Philip Ross, said the EV was designed specifically for Europe, but it will be sold globally.

"We believe if we make a great car for Europe, then it will work elsewhere," Ross said. The production car will be built in Japan.

The Urban EV was designed to appeal to European tastes with big wheels, a wide, sporty-looking stance and high-tech innovations such as cameras in place of side mirrors.

Ross said he expected EV sales to account for about 4 percent to 5 percent of the total market in Europe by 2019. The production version of the EV concept will make up a slightly smaller share of Honda's sales in the region, putting it at about 5,000 units a year based on current sales.

New platform

The concept is built on a completely new platform and sets the direction for the technology and design that will appear on a future battery-electric Honda production model, Honda said. The concept car is smaller than Honda's Jazz subcompact.

The car has slim A-pillars that give it a retro look and aid visibility from inside the cabin. Its interior was designed with a lounge feel.

The concept has a long display screen that covers almost the length of the dashboard.

The cabin has wood finishes and a natural gray fabric covering the bench front seat. A long display screen covers almost the length of the dashboard, while two smaller screens on the doors display the rear view from the two side cameras.

Honda also showed a near-production concept of its CR-V crossover with a full-hybrid drivetrain that will replace the diesel CR-V in Europe. It said the car will go on sale next year as its first hybrid SUV in the region.

Honda also said it aims to have electrified technology in two-thirds of its worldwide new-car sales by 2030. In Europe, where there is growing regulatory pressure for low-emission vehicles, the target year is 2025. This is because there is “particularly strong” interest in full-electric and hybrid vehicles, Honda said.