



Intralink Japan 🇯🇵 | Automotive & Mobility

The CASE revolution

What Japan's automotive
giants want from
international tech firms



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Japan's auto industry faces a crossroads

Japan's automakers are reinventing themselves for the age of **CASE**: **c**onnected, **a**utonomous, **s**hared and **e**lectric mobility.

While exports remain strong, the next decade will depend on mastering software, data and energy.



To accelerate innovation, OEMs and tier-1 suppliers are partnering globally – here's a quick guide to the top areas in which they're seeking to collaborate ...

Conconnected vehicles

Demand is high for:



Cloud native vehicle data platforms



Predictive maintenance & fleet management analytics



Over-the-air (OTA) software update systems



Secure V2X (vehicle-to-everything) communication modules

Tech that transforms cars into data-generating devices is a top priority.

Autonomous driving



Demand is high for:



Edge AI and sensor fusion algorithms



LIDAR/RADAR optimisation software



Simulation environments for safety validation



Human-machine interface (HMI) design for partial autonomy

Japanese companies are seeking scalable, safety-certified modules – not moonshots.

Shared mobility

Demand is high for:



Fleet management SaaS for car sharing networks



Payment and ID integration APIs



Predictive demand modelling tools



Vehicle health tracking for shared fleets



The goal is to create profitable, data-driven mobility ecosystems.

Electric vehicles

Demand is high for:



Next gen battery management systems (BMS)



Lightweight power electronics



Thermal management tech for EV components



Smart charging infrastructure & V2G (vehicle-to-grid) platforms

Electrification is now less about range and more about system efficiency.

Tips for success with Japanese OEMs and tier-1s



Demonstrate proven field data and safety credentials



Align with carbon-neutral and circular economy goals



Credibility and relationship building matter as much as specs



Need extra help? Our team has decades of experience helping tech companies connect with Japanese OEMs and tier-1 suppliers.

How to get started?

Get in touch to find out how we can support your company's expansion in Japan's automotive market.



intralinkgroup.com/contact-us

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