

Save the earth by making automobiles lighter

Features

- ◆ Our new product, Pit Grip, can make automobiles lighter by 1.5kg compared to conventional products.
- ◆ If Pit Grip were used in the more than 50 million automobiles produced annually, the annual CO₂ emissions could be reduced by roughly 300 thousand tons per year, and that's only considering the use of Pit Grip in automobiles.

Calculation method

	Calculation method	Item	Unit	Japan	Global	Automobiles with Pit Grip
①	Estimation by statistics	No. of automobiles owned in 2004	Million	56	476	
		No. of automobiles owned in the world in 2007	Million			50
②	Estimation by statistics	Oil consumption per a automobile	toe / yr	1	2	2
③	= ① × ②	Total oil consumption of automobiles	Mtoe / yr	56	952	100
④	= ③ × 3.069	Total amount of CO ₂ emissions from automobiles	Mt - CO ₂ / yr	172	2,922	307
⑤	By statistics	Total amount of CO ₂ emission in Japan	Mt - CO ₂ / yr	1,280	26,528	
⑥	= ④ / ⑤ × 100	CO ₂ emission ratio from automobiles	%	13	11	
⑦	= ④ × 1.5 / 1500	CO ₂ reduction when automobiles are made lighter by 1.5 kg	Mt - CO ₂ / yr	0.172	2.922	0.307

Million Tons of Oil Equivalent 1 Mtoe = 1013 kcal

Calculation of the effect on the environment conducted with the cooperation of Prof. Jun Takahashi, Tokyo Univ.