

Hiromitsu Ikeda

Junior Managing Director /
President and Representative
Director of US Butsuryu Co., Ltd.

Profile

Hiromitsu Ikeda joined USS in 1984 and was involved in the launch of new auction sites and system development. He was appointed Junior Managing Director in 2006 before being appointed as Officer of the System Office, Auction Site Manager, and Manager in charge of the Auction Operation Office. In 2024, Hiromitsu Ikeda was appointed to his current position of President and Representative Director of our subsidiary US Butsuryu Co., Ltd., and concurrently serves as a Junior Managing Director of USS Co., Ltd.



We are building good relationships with our partner companies to support stable auction operations.

We work with our partner companies to perform on-site operations that are essential for auto auctions, such as moving and photographing consigned vehicles.

Many partner companies are involved in supporting USS auction operations. At the USS auto auctions held Tuesday through Saturday at 19 auction sites nationwide, we provide essential on-site operations consisting of photographing and moving consigned vehicles and then rearranging vehicles after each auction concludes. Our subsidiary US Butsuryu Co., Ltd. (hereinafter “US Butsuryu”) undertakes these and various other on-site operations at USS auction sites. At our small auction sites, US Butsuryu uses locally hired staff to handle on-site operations. However, at our large-scale auction sites, staffing requirements can reach 200 personnel per day so we secure this workforce by collaborating with our partner companies primarily in the transportation and trucking industries.

US Butsuryu has established stable collaborative frameworks while concluding annual contracts with partner companies. Many of our partner companies have been doing business with us since our founding, and we conduct our operations based on a relationship of trust. Our on-site operations require extensive experience and expertise to efficiently and safely position ever-changing numbers of consigned vehicles within the limited confines of the vehicle storage lot. Due to the high level of expertise required, our outsourcing to partner companies with a proven track record has a direct impact on our operational efficiency and safety.

Moreover, faced with the social issue of a shrinking workforce, US Butsuryu is actively developing new

outsourcing partners. By leveraging our robust relationships with existing partners, we will add new partners to support stable and sustainable auction operations.

We will develop our transportation services to enhance convenience and cost effectiveness for our members and aim to strengthen our supply chain.

At the USS auto auctions, transportation services such as picking up consigned vehicles and delivering contracted vehicles are essential. US Butsuryu arranges vehicle pick-ups and deliveries from and to used car dealers who are USS auction members. We outsource our transportation services to over 30 companies ranging from major nationwide transportation companies to locally-based companies. Similar to our on-site operations, we have annual contracts with these transportation companies with an emphasis on compliance and safety. We also visit our partner companies on a quarterly basis to assess their current operations by discussing matters such as the scale of their carrier fleet, operating systems, number of drivers, and transportation routes. Based on this information, we develop and execute efficient and highly feasible transportation plans.

One initiative unique to US Butsuryu is that we provide an inter-auction site transportation service connecting each of our auction sites. For instance, if an auction member located in the Kanto Region successfully bids on a vehicle at the Nagoya Auction Site, we can transport the vehicle to the nearest site in the Kanto Region for handover to the auction member at their request. US Butsuryu integrates its transportation arrangements and consolidates shipments across multiple vehicles, thereby delivering a high level of convenience to our members by reducing transportation costs and shortening delivery times. This integrated approach also provide benefits for our partner companies such as efficient routing operations and improved load efficiency resulting in stable operations. Our consolidated shipment system also contributes to reducing environmental impact.

By expanding our inter-auction site transportation service, US Butsuryu will increase member convenience and pursue sustainable growth while collaborating with our partner companies. We believe that building a robust supply chain to support USS auto auctions will directly link to stable business operations and industry growth.

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Junior Managing Director /
President and Representative Director of US Butsuryu Co., Ltd.

US Butsuryu operations and supply chain

