

Denso, Honda, 4 others join forces to establish BlueRebirth Council to accelerate car-to-car recycling

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Six companies collaborate to improve automotive recycling with AI-driven precision dismantling and digital material tracking

Denso Corp., Toray Industries Inc., Nomura Research Institute Ltd., Honda Motor Co. Ltd., MATEC Inc. and Rever Corp. joined forces to establish the BlueRebirth Council, an integrated value chain for manufacturing and recycling, focusing on car-to-car recycling, according to a June 30 news release.



Source: Getty Images/CreVis2

The initiative began with automated precision dismantling, a method that efficiently disassembles end-of-life vehicles (ELVs) for material recovery and recycling. The move aligns with the automotive industry's shift toward a circular economy to reduce natural resource consumption by increasing the use of recycled materials.

The global practice involves shredding ELVs and sorting materials, which poses challenges in obtaining high-purity recycled materials. There has been insufficient collaboration between the manufacturing and recycling sectors. Consequently, the use of recycled materials in automotive components, which require high-quality standards and adequate supply for mass production, has not advanced significantly. The automotive recycling industry also faces challenges in promoting automation, digitalization and improving workplace conditions to address worker shortages, according to the release.

The BlueRebirth Council aims to transform the automotive recycling industry by 2035 into a recycled materials manufacturing industry, becoming a crucial part of a new resource-circulating value chain. The council plans to undertake discussions, research and technology development along with demonstration projects and will make recommendations to relevant stakeholders. An important initiative is the automated precision dismantling of ELVs using AI and sensor technologies, enabling robots to dismantle vehicles efficiently, including deformed parts, thereby solving issues related to material quality and workforce shortages.

Additionally, the council intends to record and share information about material provenance and environmental impact on a digital platform, ensuring a reliable and stable supply of recycled materials across the manufacturing and recycling chain. Through these efforts, the council seeks to expand the use of recycled materials in automotive recycling, fostering a car-to-car model and contributing to a circular economy within the automotive industry.

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