

The Tokyo Motor Show is heading into the final stretch, with only two days remaining, and many people braved the rain so they could see the show before it ends. An interim survey shows that the number of young and elderly males has increased, while the number of middle-aged males and all females has decreased slightly. The reasoning is that middle-aged males are more interested in commercial vehicles, and that women in general have lost interest in auto shows due to the depressed economy.

SUVs and Diesel Engines

Emphasizing its role in diesel technology

ISUZU

Starting this show, passenger cars and commercial vehicles will be exhibited in alternating years; so visitors are interested in seeing how Isuzu, which primarily manufactures commercial vehicles, is displaying its passenger vehicles at this show. Isuzu is introducing its line-up of chassis-frame SUVs and diesel engines, Isuzu's world leading technology. These simple concepts stand out from the complex arrangements in other booths.

Under the theme, "Go Farther-Farther than anyone else", Isuzu's booth is attracting a large number of young males to see the SUVs and also many engineers who busily take down notes in front of the diesel engines on display. Two concept vehicles on display are the Kai and ZXS. The Revolutionary Vehicle KAI is powered by a V6 2.5-3.0 liter direct-injection diesel engine and has an "architextural" design that combines three elements: traditional Japanese esthetics, the texture of modern architecture, and the functional beauty of the chassis-frame structure. The exterior is a complex combination of straight and round lines, inspiring one visitor to say, "it looks like it was designed for a Sci-fi movie."

The ZXS concept sports the toughness of a SUV but with a refined urban feel. Its 2.7 m long wheelbase creates an atmosphere of stability, whether cruising through the city or bouncing down a country road. "Sleek and Rugged", many visitors have been asking when it will go into production, according to the engineering staff. Another reference exhibit, the "VehiCROSS"-based open two-seater VX-O₂, is quite popular. Concerning production vehicles, many couples are getting in the Wizard, which is manufactured in Isuzu's US plant.

There are four diesel engines on display, all of them high-pressure direct-injection, from a small displacement model to a 6.0-7.0 liter class. The most remarkable engine is a 1.7 liter (type 4EE2-TC) diesel that will serve as the key technology for advancing Isuzu's diesel business. This engine has already been chosen to power the OPEL Astra, OPEL's main passenger car, but is



Traditional Japanese esthetics in a modern form, the KAI



SUV toughness and urban sophistication, the ZXS



The very popular VehiCROSS-based VX-O₂



Displaying advanced diesel engine technology



being introduced in Japan for the first time at this show. By debuting in Europe, a highly advanced diesel engine technology market, Isuzu is striving to make this diesel engine the world standard for compact engines.

Eyes of a Foreign Journalist (No.6)

- Attractive Hybrid Sports Cars -

Edward P. Alterman

Automobile

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This is my second Tokyo Motor Show, and the biggest difference from last time is the number of visitors, which seem less. All the compact cars, on average, are good, but Honda's SPOCKET and Toyota's WILL are especially wonderful. The SPOCKET hybrid sports vehicle is a very interesting idea.

The WILL is also fashionable, and I think it may be pioneering a new market. Toyota is careful to thoroughly cross-market its new models and also designs their line-up with specific markets in mind.



Faith in Its Brand Image

Aston Martin

In the back of the Ford Group's booth sits the booth of its most prestigious brand, Aston Martin. There are two versions of the DB7 Vantage on display, a V12 420 hp 2+2 coupe and a convertible.

Visitors can appreciate the power, elegance and long history of tradition of the Aston Martin Lagonda from these high performance elegant cars. The DB7 Vantage is extremely powerful, yet noble, and this uniqueness catches the attention and passion of visitors.



Powerful brand, powerful car, the DB7 Vantage

A Mass of Passion Grabs Visitors

TVR

TVR is an English sports car manufacturer, but is not so well known to most visitors. Many visitors are stopped in their tracks as they pass the TVR booth. Once they learn about the design and specs of the TVR line-up, they agree they are relatively inexpensive. The most popular TVR on display is the "Tuscan Speed Six", which has an ultra-lightweight body with a beautiful finish and a powerful straight-six DOHC engine.



The newest and finest TVR model, the Tuscan Speed Six

Today's Special Guest

Mark Sinisoo,

Ambassador of Estonia,
Embassy of the Republic of Estonia

Topics (No.11) A Line Worth Waiting In

A blood donor station was opened on the 23rd beside West Gate No.2 by the Red Cross Blood Donation Center of Chiba Prefecture. This is the first time to try this at the Tokyo Motor Show.

The goal was to get 100 donations a day, happily the average is 110. Chiba Prefecture needs 700 donors a day, and during the show this station provides 1/7th of that need. Donors peak in the afternoon after visiting the booths. The one doctor and four nurses are very busy during this period, and a line forms as donors wait to give blood.



Maserati's New 3200GT Model

Maserati

When the staff at the Maserati booth saw a young man explaining to his girlfriend what the Maserati mark means, they realize the purpose of their display has been accomplished. The glory of the trident mark has been revived.

Also on display is the "Maserati Quattroporte Evoluzione" whose quality has been improved in cooperation with Ferrari. Visitors are looking at these sports cars very closely.



Maserati's new model 3200GT, back after a long absence

Impressive Styling

Pininfarina

Pininfarina is a famous car designer that is also well known in Japan. It has been designing "vehicles" since the horse and buggy era and is famous for their Ferrari designs. At this year's show, they have introduced a compact city-car design with a wide passenger area called the "Metrocubo". This hybrid commuter has exotic styling and vivid colors, and visitors recognize that it is a flexible utility vehicle ideally matching urban life.



The Metrocubo hybrid vehicle

Fretless Flats



A tire that can run more than 80 km/h for approximately 200 km after losing pressure is generating a lot of discussion among visitors. The tire is the Michelin Paxsystem, which has a special support inside the tire. At the Michelin booth, a special simulator using a large roller to simulate the road surface has been set up so visitors can experience the advantages of this tire.

According to the Michelin staff, new types of car design are made possible by this tire because a spare tire is no longer needed.

Some of these new designs can be seen in the concept cars at the Nissan, Mazda and Pininfarina booths, which use these tires.

Nov. 1st attendance:

94,800

Attendance to date: 1,132,800