

OPENING CEREMONY: ASIA'S FIRST COMMERCIAL VEHICLE SHOW

FETED BY POLITICAL, GOVERNMENT AND BUSINESS LEADERS

The Opening Ceremony for the 34th Tokyo Motor Show Commercial Vehicles began at 2:30 p.m. on the 31st. The show, the last of the century, is organized by JAPAN MOTOR INDUSTRIAL FEDERATION INC. (JMIF). The Opening Ceremony took place in the second floor Convention Hall of the International Conference Hall at Makuhari Messe. T.I.H. Prince and Princess Tomohito of Mikasa, the patron of the show, were in attendance for this gala event.

The ceremony was held prior to the opening of the show to general public on November 1. Some 600 people were in attendance, including the Governor of Chiba Prefecture and many political, government and business leaders. Executive Managing Director Takeo Ishikawa welcomed the audience, followed by the raising of the flag and remarks by Chairman Hiroshi Okuda on behalf of the organizer. Chairman Okuda told the audience, "This is the first comprehensive, international commercial vehicle show ever to be held in Asia. Our theme is 'Vehicles of Character Across the World, Building our Future' and I am confident that you will enjoy the exhibits. Our exhibitors are constantly striving to improve their products and make them more environment-friendly. I urge you to experience and enjoy the new commercial vehicles of the twenty-first century." He was followed by Mr. Goji Sakamoto, Senior State Secretary of International Trade and Industry, Mr. Hajime Morita, Minister of Transport, and Mr. Takeshi Numata Governor of Chiba Prefecture. After the remarks from these dignitaries, Vice Chairman Yoshihide Munekuni declared the show officially open. H.I.H. Princess Tomohito of Mikasa cut the ribbon. The Opening Ceremony concluded at 3:00. T.H.I. prince and princess Tomohito of Mikasa were guided by Chairman Okuda on a one-hour and 10 minute tour of the show. They had many questions for the exhibitors and remarked that "this is just as interesting as the passenger car show." T.H.I. prince and princess Tomohito of Mikasa appeared particularly interested in vehicles for the disabled.

The Opening Reception began at 4:40 in the second floor Convention Hall of the International Conference Hall. T.H.I. prince and princess Tomohito of Mikasa were in attendance, with approximately 900 guests being present. Vice Chairman Munekuni led the assembly in a toast of "Kampai!", and the reception ended at 6:00.



T.H.I. prince and princess Tomohito of Mikasa tour the show



Chairman Okuda addresses the Opening Ceremony.



Vice Chairman Munekuni leads the toast at the Reception.

Special symposia planned

As part of the Motor Show, two symposia on physical distribution are scheduled for November 1 (Wednesday) and 3 (Friday, national holiday). The symposia will be held on the second floor of the International Conference Hall. Today's seminar will feature experts on distribution and IT, and will discuss ways to create a more efficient "eco-recycling society" for people, goods and information in the twenty-first century.

Symposium 1 "The mega-merger age of IT and logistics has come: A grand design for the 21st century"

Speakers: Mr. Yotaro Konaka, Writer
Dr. Tsuyoshi Sasada, Professor, Graduate School Of Osaka University
Mr. Tadao Fujimatsu, Chairman and CEO, The Fujimatsu Corp.
ex-Vice Vice President, Public Relations, Americas, JAL
Mr. Shiro Fujita, Counselor, NTT Data Corp.

Facilitator: Ms. Nami Takahashi, Media Personality
Date And time: Wednesday, November 1, 2000, 13:30--16:00 (hall open at 13:00)
Place: International Conference Room, 2F, International Conference Hall, Makuhari Messe

The evolution of Commercial Vehicles in the 21st Century: Environment, ITS, Technologies for the disabled come to Fruition

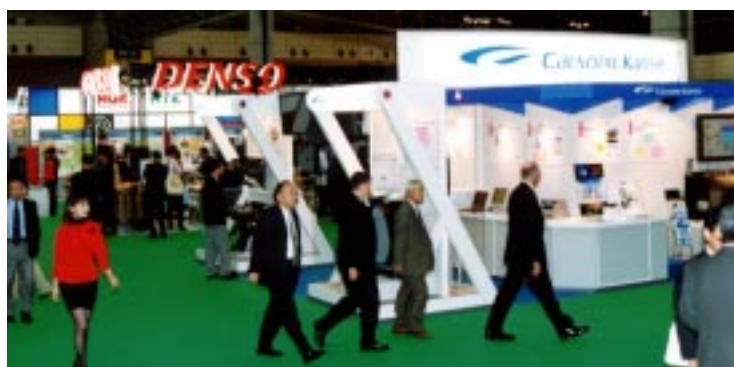
This is the first commercial vehicle show ever to be held in Asia, and perhaps that is one reason it has become a world-class event with the participation of 129 companies, two governments and two organizations from 7 countries. The hall features exhibits from 13 commercial vehicle makers, including Toyota's first-ever group exhibit, a joint exhibit from 26 body companies, 90 parts companies, and one electric vehicle organization. It is a stunning sight to wander through the booths, and while this is a business-oriented show, there is much here to excite the ordinary driver as well.

The highlight, of course, is the full lineup of 261 state-of-the-art vehicles, everything from light trucks to the heavy-duty trucks and buses, with a wide selection of commercial, recreational vehicles and those for the disabled too. More than 30% of the vehicles at the show are "reference exhibits" that are scheduled for commercial launch soon. Many of these exhibits suggest new modes for commercial vehicles, designs that bring them out of the realm of pure business and closer to personal life. The emphasis is on "interesting vehicles" that are as suited to play as they are at work.

Three themes run through the exhibits: environment, ITS and welfare. Obviously, hybrid vehicles are the stars in the environment exhibits, but the show features a wide range of other new technologies, including natural-gas vehicles and diesel particulate removal equipment. ITS encompasses a wide range of technologies including advanced safety vehicles and the next-generation's driving support system. In technologies for the disabled, the show has many "nursing care vehicles" and vehicles designed for easy loading and unloading of wheelchairs. SUVs and minivans account for approximately 15% of the vehicles on exhibit, a sure attraction for ordinary drivers.



The first group exhibit reduced clutter in the East Hall.



The Parts Corner featured ITS technology.

Driven to Makuhari

The PRESS CENTER



Computers, faxes, phones. The Press Center is wired to the world, and foreign journalists make up part of the contingent.

This is both the final motor show to be held in Tokyo in the 20th century and the starting point for the 21st. You can see the excitement in the booths as well, where the 21st century is very much on people's minds. In the Press Center, journalists are full of enthusiasm and adrenaline. Their fingers strike powerfully at their computer keyboards. As time goes on, the voices on the phone become louder and louder. The Press Center, the communications hub of the Tokyo Motor Show, transmits hot news to the world day and night.

Press briefings have become an annual event on Press Day. Booths are filled with eager reporters; in some cases, it is standing room only. Toyota attracted particular attention. Its group is holding its first-ever joint exhibition at the Motor Show. Toyota President Fujio Cho, Hino Motor President Hiroshi Yuasa, and Daihatsu President Takaya Yamada were all in attendance, and managed to come together for a photo opportunity. Even more surprising was Nissan Motor's President Carlos Ghosn, who wowed the reporters with his fluent Japanese.

The Press Interview

UCL Magazine Chief Editor

SHEREE, DOO

(Hong Kong)



UCL is a popular quarterly automotive magazine. This is the sixth time I have covered the motor show and I think it's wonderful that commercial vehicles are the focus of this year's show. It's hard to see everything when a show encompasses both passenger and commercial vehicles, so it's better to hold them separately. I have great hopes for it in the future. One of the most impressive exhibits for me in this year's show was the Mitsubishi truck booth. Few people are licensed to drive large size trucks, but they might enjoy a truck driving simulation. The only complaint I have is that the smoking areas are separate from the dining areas, so you can't have a cigarette over a cup of tea.



10月31日のプレス入場者数

Oct 31st Press attendance: **2,745**人

入場者数累計

Attendance to date: **10,700**人

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