

## First joint exhibit by Toyota, Hino and Daihatsu

Three members of the Toyota Group occupy more than half of the east hall with their first-ever joint exhibit. Toyota, Hino, and Daihatsu covers three themes, including environment, in their exhibit, which emphasizes the all-around strengths of the Toyota Group.

On display are advanced technologies for everything from mini-vehicles to the heavy-duty trucks.



The joint theme for the three group companies is "Logistics for the 21st Century." The exhibit, located in the area around the central event space, highlights three facets of Toyota-Group technology: 1) environment, 2) ITS, and 3) welfare. The Toyota Group "tries to show how commercial vehicles are used in daily life and industrial activities" (Fujio Cho, Toyota President) as it shows off its



Daihatsu's Midget II Home nursing care vehicle

vehicles and technologies.

The "Environment Corner" features common rail diesel engines and hybrid systems. One of the most talked-about displays is the hybrid diesel-

based truck system that reduces emissions to one-tenth conventional levels. This is a near-future technology developed as a collaboration between Toyota and Hino.

The "ITS Corner" highlights the "TIME" series of operations management and business support tools developed by Toyota. The "Bus Location System" is already in the testing stage, and Toyota builds its display to look like a real bus stop, showing how information and vehicles will be integrated in the passenger transportation of the twenty-first century.

The third area, "Welfare," is also an attention-getter.

Daihatsu has its "Midget II / Home nursing care Vehicle" on display. The mini car, built to hold a wheelchair, portable toilet and full nursing



Toyota's bus location system

care kit, is a dynamic example of the welfare vehicles of the future. The "HV-M4" Estima-based hybrid from last year's show is back and features an electric wheelchair that can be recharged inside the vehicle. Visitors were impressed by the smooth, easily navigated slope.

The three companies also have individual exhibits



The Hino Space Ranger FT

near the joint corner. Although this is a business show, the "reference vehicles" are popular. Toyota struts its "Kluger V" 3-liter sports utility wagon, which is due for launch by the end of the year. Hino brought its "Space Ranger FT," which it will be entering in the 2001 Paris-Dakar Rally. Both brought crowds swarming to the East Hall.

## Special Symposium Rousing Success

To commemorate Asia's first commercial vehicles show, the Japan Motor Industrial Federation, Inc. held a seminar on the theme of: "The mega-merger age of IT and logistics has come: A grand design for the 21st century." The Federation is the organizer of the Motor Show. The symposium was held on the second floor of the International Conference Hall at Makuhari Messe from 1:30 the afternoon of the 1st. Speakers at the symposium included Dr. Tsuyoshi Sasada of the Graduate School of Osaka University, Chairman Tadao Fujimatsu of Fujimatsu Corporation, Mr. Shiro Fujita, Counselor to NTT Data Corp., and Mr. Yotaro Konaka, writer. The facilitator for the symposium was noted media personality Ms. Nami Takahashi.

The hall filled up well before the symposium began. All 425 seats were taken, and the audience listened attentively and enthusiastically throughout the proceedings.





# JAPAN Auto-Body Industries Association Inc. Features "Theme Technologies"

( East Hall )

In commercial vehicles it is not just the chassis that is the star of the show; the body -for example, the truck bed- rivals it for attention. The Japan Auto-Body Industries Association Inc., an organization for auto body specialists, has a joint exhibit that organizes its member companies around specific topics and themes. This is an exhibit worthy of Asia's first commercial vehicle show, and we intend to get down to the East Hall to report on it more fully in a future issue.



Yano's chilled food wing

## The "Van/Wing Corner"

The "Van/Wing Corner" has exhibits such as chilled food wing from six companies: Ventec, Kitamura Mfg., Fuji Auto Body, Nippon Fruehauf, Toyota Auto Body, and Yano Special Vehicles. Competition is fierce over refrigerated trucks and other new van technologies. The exhibits feature bodies that can be set for freezing, chilling and other temperature ranges as required by the payload. These trucks, which help support a great variety of food, are popular with visitors from the general public.

Visitors have responded enthusiastically to the thematic exhibits and the willingness of competitors to put aside their rivalries for the sake of the viewer. Rather than each company having its own narrator, a single narrator explains the products of each in order, an innovation that was a hit with the crowds.



Hayashida's moving library

## The "Special Bus and One Box Corner"

The "Special Bus and One Box Corner" has nine companies exhibiting, including Nissan Shatai, Izumi Motor Car, Gifu Auto Body Industry, Kanto Auto Works and Araco. Hayashida Mfg.'s "Moving Library," complete with books, was particularly popular, as was Toyota Techno Craft's "TC Pickup" truck based on a sixties American motif.

Other highlights in this corner include innovations with tour bus seat spacing created by Tenryu Industries, and the lift bus for the disabled by Izumi.



Toyota Techno Craft's "TC Pickup"

## They'll never let you on the road, but..(Test-ride Program)



The commercial vehicle test-ride course has 26 vehicles from 11 domestic companies, including Isuzu and Nissan Diesel, and 2 foreign companies. Aspiring drivers have their pick of welfare vehicles, buses, large trucks and trailers. On the 1st, the first day the show was open to the public, the test course was swamped with visitors wanting to try out that truck that they would never be allowed to drive on the roads.

The course is short, just one lap around the Messe, but visitors seem satisfied regardless. We talked to Mr. Kawamura and Mr. Gotoh, both of Mito, who came to drive the Volvo tractor head. "It was great! We always wanted to try one of those!" they exclaimed. The test course is open every day from 10:30 a.m. to 4:00 p.m. The course starts from the Rest Zone on the south side of the hall.

## Safety first!

The "Traffic Safety Promotion Corner" is located along the left back wall as you face the East Hall. Traffic safety may not be the "sexiest" topic at the show, but the panel displays and hands-on corners have been very popular nonetheless. The exhibit is run by the Management and Coordination Agency.

The displays underscore the need for using seat belts and child seats to keep passengers safe in the event of an accident. Visitors responding to a survey receive a free "Kachapyon" doll, the Agency's mascot for child seat promotion. Kachapyon must be popular; there are lines to fill out the questionnaire.

The Ministry of Construction, The Marine & Fire Insurance Association of Japan, Inc. and other organizations are also taking part in this call for safer roads.

Today's VIP **Mr. Masatomo Kawai**  
Senior State Secretary

11月1日の入場者数  
Nov 1st attendance: **30,300**人

入場者数累計  
Attendance to date: **41,000**人

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