

Distribution Pros Flock to Environmental Technologies

Central Hall features commercial vehicle giant Isuzu in the middle, along with Mazda, Mitsubishi, Volvo, Daimler-Chrysler and a large number of chassis makers. Central Hall

MAZDA

Mazda's "Titan" truck series just underwent a model change, and the new models are at the forefront of this exhibit. Mazda also highlights environment and welfare technologies that embody its philosophy of "new ideas that stir your emotions." It also has several upcoming launches on display, including a Titan box van that uses CNG (compressed natural gas) and the "Premacy-i" wheelchair transport. Visitors crowded in to see the new technologies, and also the new "Tribute" SUV that Mazda announced just prior to the opening of the show.



Mazda's "Titan Event Vehicle"

MITSUBISHI

Mitsubishi's theme this year is "Transporting your Dream into Success." As the only domestic automaker to produce a full line of vehicles, from minis all the way up to the largest trucks, Mitsubishi has a large and varied exhibit. Among the highlights are the "Aero No-Step HEV" hybrid bus and the large short-cabin trucks with full air suspension. Both were preference exhibits. Mitsubishi announced the bus, designed for large, regular service routes, at a press conference on the 31st and promised to have it available "by the end of 2001" (Yuzo Murata, President Mitsubishi Fuso Truck/ Bus Company).

Another Mitsubishi reference exhibit is the midsized "INOMAT" truck with fuzzy logic-controlled automatic transmission. Fuzzy logic is one direction Mitsubishi is taking in its fuel economy technology. Also popular with the visitors is the "Toppo BJ" mini car built so that the handicapped can get on and off without getting out of their wheelchairs. Family visitors like the Pajero and RVs.



Isuzu's "Gigamax Full Air Suspension Cargo"

ISUZU

Isuzu bills itself as a "distribution systems engineering company" and the theme for its exhibit is a "Our vision, our goal," Isuzu brings eight perspectives to the commercial vehicles of the twenty-first century, including air suspension which improves transportation quality and reduces passenger fatigue, temperature control technologies and environmental technologies like its DPF exhaust gas scrubber.

The highlight of the exhibit is the "Giga max with Full Air-Suspension" cargo and truck, a reference exhibit that wowed distribution professionals. Isuzu also has 10 diesel engines on display. Diesel engines are one of its most important businesses, and the display covered all sizes and applications. Live narration gives the Isuzu shows further appeal. Competitor engineers also make it a point to look over Isuzu's bold, new commercial vehicle concept models (1/5 size) and Continuously Regenerating Diesel Particulate Trap, the next generation in continuous recycling.

Special Event 2nd Symposium

The second symposium of the commercial vehicle show takes "The forefront of the delivery business" as its theme. People, information and goods are constantly on the move and a new "delivery culture" is forming in our world. But this requires the support both of the people involved in the delivery industry and the social systems and infrastructure on which they depend. The symposium on the 3rd will be an opportunity to rethink delivery and discuss the social and life-style structures of the twenty-first century and the commercial vehicles they will require.

Symposium 2 「Talk-in 2000」

Theme : The Forefront of the Delivery Business:
How the Logistics Industry will Change your Future
Panelists : Mr. Seiichi Mizuno, Member of the House of Councilors,
Social Marketer, and former CEO of Seibu Department Stores
Mr. Yasuhiro Yukawa, Senior Researcher,
Mitsubishi Corp. R&D Center, Project Development Department
Ms. Risa Stegmayer, Media Personality
Coordinator : Mr. Yotaro Konaka, Writer
Facilitator : Ms. Nami Takahashi, Media Personality
13:30-15:50, Friday, November 3, 2000 (national holiday, hall open at 13:00)
International Conference Room, 2F, International Conference Hall, Makuhari Messe

Mitsubishi's "Aero NO-Step HEV" (hybrid bus)

Volvo, DaimlerChrysler Bring New Models from Europe

Volvo

The "FH12" is the star of the Volvo show, as well it should be, having been named the European "Truck of the Year" twice. The latest version features a new engine that meets the new "Euro 3" emission standards that take effect in October 2001, and a new air suspension as well. Volvo's display highlights the "FM12" series dump trucks and cargo trucks equipped with engines that meet the new standards, further underscoring Volvo's "Total Environment Care" With the three models scheduled for commercial launch in December, business talks appeared fast and furious at the Volvo booth.



Volvo's "FH12 Tractor"

DaimlerChrysler

DaimlerChrysler has the Mercedes-Benz "Actros" cargo model on hand to illustrate its "Telligent system" that emphasizes all-around economy in both fuel consumption and maintenance costs. The engine, DaimlerChrysler claims, can run one million kilometers before it requires an overhaul. The exhibit also has two "Unimog" multipurpose vehicles on display. The "Unimog" underwent its first full model change in 26 years, and this is the first opportunity Japan has had to get a look at them. The "super car" with its selection of snowplows, cranes and more than 3000 working attachments underlines the power of the DaimlerChrysler brand.



Mercedes-Benz 's "Unimog"

JAPAN Auto-Body INDUSTRIES INC. Association Joint/Individual Exhibits

The joint exhibit by members of the Japan Auto-Body Industries Association Inc. has space in both the East and Central Halls, and visitors seem to appreciate the ability to "see everything efficiently." Today we visited two corners, the "Trailer" exhibit by five companies, including Nippon Freuhauf Mfg. and Tokyu Car, and the "Special Working Vehicles" corner by Asakusa Take Sheet and Fuji Heavy Industries.

The mainstays of the trailer exhibit are wing-style trailers and the enormous spaces they provide. Many visitors walked away with armloads of catalogs. There were also lines to try out of the "moving consultations truck" (home loan consultations) created from a large bus by Asakusa Take Sheet.

Several Association members had individual exhibits, including Kodaira Industrial, Kyokuto Kaihatsu Kogyo and ShinMaywa Industries of Japan and Kutsenits Handles-Und Buskonstruktions of Austria. The Japan Electric Vehicle Association had its own exhibit as well. Outside, visitors stopped by to see the Hanamidai Auto and Sorex exhibits.



Mercedes-Benz 's "Actros"



Asakusa Take Sheet 's "Moving Consultations Truck" (home loans)

来場者の声 The Voice of guest



"Keep the commercial vehicle show going"

Mr. Kotaro Kobayashi
(tractor-trailer driver)

There were so many working vehicles on display, I learned a lot. It was very enjoyable and interesting. Other people may think differently, but I like to be able to concentrate just on commercial vehicles at this kind of show, rather than having them lumped together with passenger cars. There are few shows for larger vehicles, so I think this one should continue. If anything, I was disappointed that 10-wheel "double" trailer trucks were not on display. I really wanted to see them.



11月2日の入場者数
Nov 2nd attendance : 35,100 人

入場者数累計
Attendance to date : 76,100 人

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