

The last half of the show (the 3rd and 4th) that happened to be weekend brought crowds of businessmen and families, with long lines forming at the gates prior to opening. The commercial vehicle show was every bit as popular as the passenger car show. The 34th Tokyo Motor Show, and the first exclusively for commercial vehicles, closed on the 4th, and during the 5-day period, a total of 177,900 visitors were seen, well exceeding the 120,000 projected by the show's organizer, Japan Motor Industrial Federation, Inc.

Visitors exceed projections

Visitors: 178 thous.

First commercial vehicle show a success

Commercial vehicles tend to be thought of as a business-oriented field, but a large number of visitors from the general public were seen throughout the show, which was busier and livelier than anyone expected. "Tokyo Motor Show" is indeed a strong brand.

As the first international, comprehensive commercial vehicle show in Asia, the Tokyo Motor Show received wide attention from the domestic and foreign press, with 2,745 reporters on hand for press day. Reporters from Thailand, Hong Kong and other Asian countries were prominent, reinforcing the show's position as the "hub show" in Asia.

Exhibitors were sensitive to current trends like stiffer environmental regulations and the evolution in the car being brought about by IT (Information Technology). Exhibits proposed new forms of distribution, as companies competed on their environmental, safety and information innovations.

The Tokyo Motor Show was also a bit different from commercial vehicle shows in Europe and North America, with its large number of concept cars, welfare vehicles and other exhibits that went beyond the confines of commercial vehicles presenting how life could be made a bit more enjoyable and comfortable. This was part of the reason why the show was such a success with the general public and schoolchildren.



Long lines at the entrance gate, on par with the passenger car show

It was a successful show from a business standpoint as well. The motor show is known for its ability to stir up latent demand and the people staffing the booths appeared busy fielding negotiations and answering questions.



The latest amusement park ride? No, just waiting for a test-ride.



Commercial Vehicles Come Closer to Home

Takeo Ishikawa

Executive Managing Director,
Japan Motor Industrial Federation, Inc.

The 34th Tokyo Motor Show was the first-ever commercial vehicle show, and by the time it closed its doors on the 4th, it had been more successful than anyone imagined. The credit for this goes to the exhibitors and all the companies involved in the show for their tremendous support and cooperation. We at the Federation thank you from the bottom of our hearts.

The theme for the show was "Vehicles of Character Across the World, Building Our Future." Exhibitors took the opportunity to show off their new technologies in environment, IT (information technology) and welfare. That was one of the reasons the show attracted 180,000 visitors, far exceeding initial projections.

One of the most interesting aspects of the show was the attention that visitors paid to the exhibit explanations and the depth of their questions and interest. The elementary school children invited from Chiba City and the other children coming to the show were wide-eyed with wonder and clearly relished the chance to see, touch and sit in commercial vehicles. People gained a better understanding of how commercial vehicles support industrial activities and life in general; commercial vehicles came closer to home. That, I think, is also one of the significances of holding a commercial vehicle show.

Next year will see our second passenger car/motorcycle show. On behalf of the organizer, I thank you for all you have done for the show and look forward to seeing you again in Makuhari next year.

Visitors to the 34 Tokyo Motor Show "Commercial Vehicles" Date

Date	Weather	Visitors	Cumulative
October 31 (Tuesday) (press day)	Sunny, partly cloudy	2,745	2,745
Press total		2,745	
October 31 (Tuesday) (Special guests day)	Sunny, partly cloudy	10,700	10,700
November 1 (Wednesday) (General public)	Rain	30,300	41,000
November 2 (Thursday) (General public)	Rain	35,100	76,100
November 3 (Friday) (General public)	Rain, partly cloudy	54,800	130,900
November 4 (Saturday) (General public)	Sunny	47,000	177,900
General public total		177,900	

List of major VIPs in attendance

T.I.H. prince and princess Tomohito of Mikasa



H.I.H. prince Tomohito of Mikasa

H.I.H. Princess Tomohito of Mikasa



Mr. Hajime Morita
Minister of Transport



Mr. Takeshi Numata
Governor of Chiba Prefecture

"Distribution is heart to heart communication"
Special symposia well received

Two special symposia were held to commemorate the first commercial vehicle show, one on the 1st (Wednesday) and the other on the 3rd (Friday). Both were held in the International Conference Room on the second floor of the International Conference Hall at Makuhari Messe and featured the theme of "distribution."



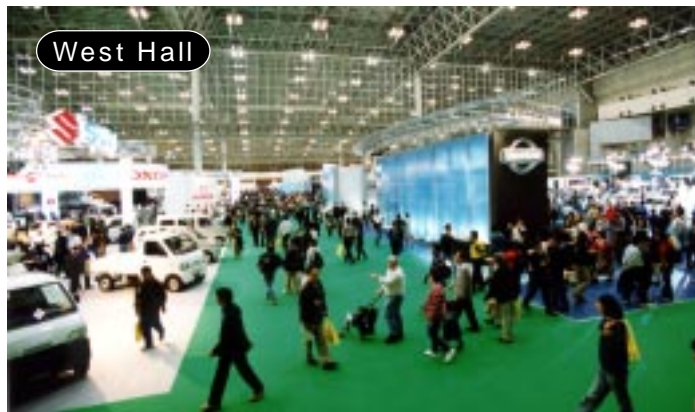
Audiences packed the hall for both symposia, and were pleased with what they heard. The theme for the first symposium was "The mega-merger age of IT and logistics has come: A grand design for the 21st century." Dr. Tsuyoshi Sasada, a professor in the Graduate School of Osaka University, raised several issues, which were discussed by Mr. Shiro Fujita, a counselor at NTT Data Corp., and Mr. Tadao Fujimatsu, chairman of the Fujimatsu Corporation. This was followed by a discussion among Professor Sasada, writer Yotaro Konaka and the symposium's facilitator, actress Nami Takahashi. Mr. Konaka closed the discussion by affirming that "distribution is heart to heart communication."

The second symposium, held on the 3rd, was titled "Talk-in 2000." The theme was "The forefront of the delivery business." Panelists included Mr. Seiichi Mizuno, a member of the House of Councillors, Mr. Yasuhiro Yukawa, a senior researcher at the Mitsubishi Corp. R&D Center Project Development Department, and Ms. Risa Stegmayer, a noted media personality. Actress Nami Takahashi again served as facilitator, with writer Yotaro Konaka serving as coordinator. The discussion focused on ideas and concepts for distribution, including the distribution of the future and the problems to be overcome. Mr. Konaka concluded, "Distribution is from the heart, it is the business of transporting ideas." The symposium ended with a large round of applause.

Editor's notes

Like always, the editor's office was like a den, merely a space for quick meetings and a bit of work. Deadlines were short and the show was hotter than we anticipated. It is almost impossible to cover and all of the exhibits and special programs in just five issues, and I'm sure our writers felt the strain. I thank both writers and readers for their patience and support, and look forward to seeing you again at the next show.

Takashi Uzawa, Deputy Secretary General Japan Motor Industrial Federation, Inc.



West Hall



Center Hall



East Hall



Outdoor exhibits

Cooperation for the press center from

- Michelin Japan group
- DENSO
- SYSTEM KIKI
- Apple Computer
- IBM Japan
- NEC-NEC Solutions
- HP Japan
- SAPPORO
- Nikon

Cooperation for Motor Show News from

- Seishosha
- Konica U-BIX Tokyo

News Production Staff

- Writer Kenji Otsuka and others
- Photographer Yoshishige Takiguchi (Library, JMIF)
- Translation Unicul International
- Design & DTP Yasunori Sawato (Forest Art)



11月4日の入場者数
Nov 4th visitors: 47,000人

入場者数累計
Attendance to date: 177,900人

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