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JAMA

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Commercial Vehicles Show Opens – JAMA's First Tokyo Motor Show

Political, government and business dignitaries throng to Opening Ceremony

The "36th Tokyo Motor Show," the second Commercial Vehicles Show since passenger and commercial vehicles were separated, held its opening ceremony at 1:15 pm, October 29. The show is sponsored by the new Japan Automobile Manufacturers Association, and the opening ceremony took place in the Convention Hall, the second-floor of the International Conference Hall at Makuhari Messe, Chiba. His Imperial Highness Prince Tomohito of Mikasa was in attendance as the Patron of the show.

The Opening Ceremony was held in advance of the opening of the show to the public on October 30. Some 670 people attended, including the Governor of Chiba Prefecture and many political, government and business dignitaries, as well as a large contingent representing the automotive industry. Executive Director Kazuhiko Kato opened the ceremony. Following his opening remarks and a salute to the flag, Chairman Yoshihide Munekuni spoke on behalf of the organizer, saying: "The slogan for this, the second international commercial vehicle show, is 'Sense the Evolution _ Commercial Vehicles on Stage.' Presented here is a broad and exciting range of the latest developments in the evolution of commercial vehicles and the technological advances behind these developments. An important and, we hope, instructive feature of the Show is the availability of extensive information on the automobile industry itself, and how it is addressing issues ranging from environmental protection to vehicle safety to globalization." This is the first Tokyo Motor Show to be held since the merger of the Japan Automobile Manufacturers Association with the Japan Motor Industrial Federation, the former organizer of the Tokyo Motor Show. Visitors and participants were impressed by the organizational and administrative capabilities JAMA displayed.



His Imperial Highness Prince Tomohito of Mikasa cuts the ribbon at the Opening Ceremony.

Chairman Munekuni's speech was followed by greetings from Mr. Takeo Hiranuma, Minister of Economy, Trade and Industry (represented by Parliamentary Secretary Yoshitaka Sakurada), Ms. Chikage Ogi, Minister of Land, Infrastructure and Transport, and Ms. Akiko Domoto, Governor of Chiba prefecture. Vice-chairman Fujio Cho declared the opening of the Show and His Imperial Highness Prince Tomohito of Mikasa cut the ribbon to a warm round of applause. The ceremony ended at 1:45 pm. The Prince then viewed the Show for about one hour, guided by Chairman Munekuni. He was particularly interested in the technological advances seen in fuel cell vehicles, hybrid vehicles and vehicles for the handicapped.



The Prince views the show with interest.

A Gala Reception commenced in the same place at 3:00 pm with the attendance of His Imperial Highness Prince Tomohito of Mikasa. Approximately 800 guests were in attendance from Japan and many other countries, underscoring the Motor Show's role as a forum for international exchange. Chairman Munekuni gave a short greeting, followed by a toast from Vice-chairman Cho. The reception ended at 4:30 pm.



Chairman Munekuni



Vice-chairman Cho



Minister of Land, Infrastructure and Transport Ogi



Chiba Governor Domoto

Sponsors of the 36th Tokyo Motor Show

Bridgestone Corporation

Fuji Xerox Co., Ltd.
Japan Airlines

Apple Japan, Inc.
Alan Corporation
Sapporo Breweries Limited
JTB Corp.
DENSO WAVE INCORPORATED

Tomy Company, Ltd.
PlayStation®2

Trend Micro Incorporated
IBM Japan, Ltd.
Fuji Photo Film Co., Ltd.
Microsoft Corporation, Ltd.

Low pollution technology the highlight — 27 World premieres, 9 Japan premieres

The 36th Tokyo Motor Show features exhibits from 106 companies, 2 governments and 2 organizations from 7 countries, including Japan. A total of 314 vehicles are on exhibit (including special exhibits), making the show larger than the last Commercial Vehicle Show. Common themes running through exhibits are "environment," "welfare," and "ITS," as exhibitors show off their new ideas for environment technology and future logistics. At center stage are the 27 world premieres and 9 Japan premieres in the show. We anticipate large crowds at the many reference exhibits for soon-to-be-released products.

Highlights in the environment-friendly vehicles area include a large bus run on hydrogen-based fuel cells, hybrid vehicles, CNG vehicles and clean diesel technologies.

In logistics, the show features a large number of commercial vehicles and bodies for a wide range of applications: small and large parcel deliveries, near and far range transportation, and the like. Also on display are transportation systems that use up-and-coming ITS technology to achieve greater efficiency, and a number of other transportation software ideas.

Another area of focus is vehicles for the handicapped as manufacturers respond to the rapid increase in demand spurred by aging demographics. Highlights this year include nursing vehicles and the ones with a drive system that allows people to operate the vehicle while in wheelchairs.

A wide range of other "idea exhibits" are also on display for working vehicles, indicating new trends in business and personal use and a new emphasis on sporty styling. This is truly a comprehensive commercial vehicles show with wide appeal to the general public.

The show is also valuable to the world at large for the new information it provides on new and emerging technologies. Depending on one's perspective, it offers more new discoveries than even the Passenger Vehicles Show.

Many special events are in line for the show, including the popular "Commercial Vehicle Test-ride Program" that allows visitors to take a spin in a large truck or vehicle for the handicapped. The show also has a "Commercial Vehicles Supporting People's Life Corner," "Motorcycles Supporting People's Life Corner," and "Vintage Commercial Vehicles Corner."



West Hall



Central Hall



East Hall

Don't miss the JAMA PR Corner — Learn more about diesel engines!

Many people wonder what the differences are between gasoline and diesel engines. The JAMA PR Corner on the western side of the Central Hall attempts to answer that question in easily understood terms.

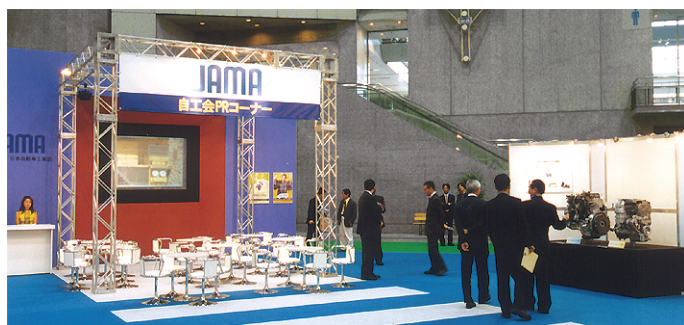
Executive Director Kazuhiko Kato comments on the Association's aims in installing a PR corner: "The integration with JMIF gave JAMA responsibility for running the show, and we thought this was an excellent opportunity to promote among visitors a broad understanding of our day-to-day activities in environment, safety, and other issues."

The spacious exhibition corner shows what member companies are doing to clear carbon dioxide and particulate matter (PM) standards for diesel engines. It also has illustrated panels on automobile recycling and the new CFC recovery system that began operation in October. The corner features abundant tables and chairs so that visitors are able to relax. The professional staff answer visitors' questions in an easy-to-understand way. It should provide excellent "intellectual training" to know more about environmental issues.

Press center has 100M Internet connections



The Press Center is sponsored by Bridgestone Corporation this year taking over from Michelin. Members of the press began pouring in as soon as the center opened and have been taking advantage of 100M Internet connections to send off their articles as soon as they are finished, and then get back out on the reporting beat. Often noisy and tense during the day, the press center takes on a more relaxed mood as evening approaches and reporters here from other countries start preparing to go home. "See you again next year" is an often heard phrase.



JAMA PR Corner focuses on environment.



Ambassador of Sweden
H. E. Krister Kumlin

Ambassador of Belgium
H. E. Gustavus Dierckx

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10月29日のプレス入場者数
Oct. 29th Press attendance

2,780人

入場者数累計
Attendance to date

11,900人

