



Tokyo Motor Show News

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The show enjoyed sunny skies on the first day of public exhibition on October 30. As you would expect from a commercial vehicle show, the hall was filled with businessmen in suits avidly observing the new vehicles. Exhibitors found themselves quickly running out pamphlets. There was also a big turnout from elementary school social studies classes and a large number of young people and families. The "ENTARO" Bus attracted people to the Vintage Commercial Vehicles Corner, and crowds also pressed around the "Motorcycles Supporting People's Life" Corner. Throughout the show, children were getting their first taste of what it is like to sit behind the wheel in a "big rig" truck.

"Good for the environment, good for people"

Toyota, Hino, Daihatsu

The three Toyota group members, Toyota, Hino, and Daihatsu, focused on a common theme of "good for the environment, good for people" for this year's exhibit. As they did for the last show, the three used a joint exhibit to underscore their range and capacity in this market. The exhibit showed off a full lineup of commercial vehicles, ranging from mini cars to large trucks and buses, not to mention popular new hybrid vehicles, vehicles for the handicapped and ITS units.



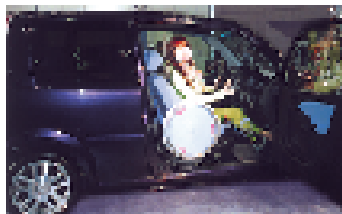
The "ultimate eco-bus" jointly developed by Toyota and Hino and Hino's small hybrid truck.

The exhibit occupies approximately half of the East Hall. Together, the three companies have a total of 23 vehicles in the show as reference exhibits plus another 28 vehicles for the handicapped and special-order vehicles that are already on the market, for a total of 51. The group's new models and new technologies show one of the directions that the commercial vehicle market will be headed in the future.

The highlight of the exhibit is the "Environment" corner located at the center front. Here you will find the "FCHV-BUS 2," large fuel cell, hybrid, non-step bus jointly developed by Toyota and Hino. The bus began public road tests in early October after receiving approval from the Minister of Land, Infrastructure and Transport. It features zero air pollution because it uses hydrogen fuel and atmospheric oxygen to generate its power. "It's the ultimate eco-bus!" says Toyota President Fujio Cho with assurance. In the low-pollution truck exhibit, the group showed "DUTRO Hybrid TOWN DELIVERY," a truck of "the highest-level diesel emissions purification system in the world" (Tadaaki Jagawa, President, Hino Motors) to achieve substantial reductions in the toxic particulate matter emitted by diesel engines. Daihatsu also exhibits a hybrid mini car on hand, the "HIJET CARGO."

In the business support field, the three companies introduced systems that use an "Application Service Provider (ASP)" via the Internet to provide easy vehicle management. "TIME@NAVI" was developed by Toyota to manage schedules, positions, and status, and to create daily reports. Toyota also delighted visitors with a fanciful business scene featuring its "SUCCEED Bio Florist" truck designed specifically for florists.

Vehicles for the handicapped were another focus for the group, and a large variety was on display. Daihatsu's "MOVE Selfmatic" marks a new level of convenience and comfort for vehicles for the handicapped by enabling people in wheelchairs to move directly into the driver's seat and drive the vehicles themselves. It was one of the most keenly viewed exhibits in the hall.



Daihatsu's "MOVE Selfmatic" for drivers in wheelchairs. Toyota shows off its customized business cars.

"Talk-in 2002" coming Friday, November 1

Theme: Distribution in the ITS Era
- How the 21st century transport systems are changing the distribution industry -
Time 14:30 - 17:00, Friday November 1 Place: 2nd floor, International Conference Hall, Makuhari Messe

Keynote speech:
"How the future distribution system will change due to ITS"
Professor Hironao Kawashima,
Faculty of Science and
Technology, Keio University

Panel discussion
"Distribution in the ITS era"
Panelists:
Mr. Kazuo Yuasa, Nittsu Research Center, Inc.
Dr. Jin Kusaka, Associate Professor, Waseda University
Mr. Asato Izumi, Columnist
Ms. Masumi Shiraiishi, Associate Professor, Toyo University
Mr. Hironao Kawashima, Keio University
Moderator: Ms. Keiko Katsu, Anchorwoman

Guest INTERVIEW



"We have to think about how vehicles affect the environment," says the Mizui family of Nasu, Tochigi Prefecture. Tomio Mizui visited the motor show with his wife Emiko, his daughter Tomiko, and several friends totaling 10 people in the party. Mr. Mizui runs a restaurant and drives a micro bus. "We have a diesel vehicle, so environmental problems are something we can't ignore," he says. All three have large vehicle licenses and drive the micro bus. "In the future, drivers are going to have to take care of the environment themselves," Mr. Mizui emphasized.

Honda seeks the "joy and fun" of movement HONDA

Honda's theme is "Fun! for All," and throughout the exhibit the company emphasizes its insistence that products bring joy and fun to their users.

Honda has 12 vehicles on display, including several already on the market. At the center of the exhibit is its "Main Presentation Stage" with a program on "Smart Working," by which Honda means work that is enjoyable and comfortable. It has three concept cars that fit the bill: "Acty Compo," "Acty Sport," and "Mobilio Spike Pro." The company shows how creative thinking can expand the uses of vehicles, and the on-screen video presentation explains how vehicles can be used with style and enjoyment.

The "Sub Presentation Stage" shows the "Acty Cool Shuttle," a light commercial vehicle equipped with a freezer located beside the driver where the passenger normally sits. This was the world premiere for the vehicle, and the uniqueness of the idea has drawn much attention. Honda also shows off its latest environmental technology with the "FCX," the world's first fuel-cell vehicle that has obtained U.S. government certification. The "FCX" is located beside the main stage.

"Acty Cool Shuttle" features a refrigerated compartment next to the driver's seat. ▶



"Acty Compo" is limited only by your creativity.



"Commercial Vehicles / Motorcycles Supporting People's Life" give a glimpse into unseen worlds

"Commercial Vehicles Supporting People's Life" Corner
"Motorcycles Supporting People's Life" Corner

In the West Hall there is a corner that makes you want to say "Gokuro-sama," Japan's traditional way of thanking people for a job well done. For the first time ever, the Tokyo Motor Show has turned the spotlight on how commercial vehicles and motorcycles support people's lives.

Airport vehicles are among the highlights: trucks that remove the ice from airplane wings or load the in-flight meals. There is also a "ladder fire truck" with a reach of 30 meters, long enough to put out a fire in a 10 story building. Meanwhile, the 36-ton articulate dump truck sports jumbo tires nearly 2 meters in size. Popular among the motorcycles are large, export-market police bikes for the highway patrol. Visitors seem to enjoy a getting an up close look at these "working vehicles" and "working bikes" that otherwise tend to remain hidden behind the scenes.



The "Commercial Vehicles/Motorcycles Supporting People's Life" corners are popular with families.

"Assembly factory" enthralls the adults too

Tomy toys

Tomy, the miniature car company that created a storm last year, is back at the Tokyo Motor Show this year, and is once again drawing crowds to the East Hall. To commemorate the commercial vehicle show, Tomy is selling sets of 6 miniature buses and trucks, but the real draw is the "miniature car assembly factory," where visitors are invited to build their own "bonnet bus." Visitors purchase the bonnet bus in four pieces and put it together by themselves. The event was supposed to be for children, but it seems to have been taken over by adults.



The kids seem more interested in jumping on the "Fuwa Fuwa" air-filled trampoline next door. One mother was heard to say, "It's great they have a booth they can enjoy."

First time ever for on-line coupons

For the first time ever, the Tokyo Motor Show is offering a 10% discount on tickets for users who obtain online coupons over the web with their computers and portable phones.



Computer users need to print out a coupon graphic displayed on the web site and show it at the information counter to receive a 10% discount for up to four people. Portable telephone users also access the web site, but merely need to save or bookmark the coupon graphic and show it at the information counter to receive 10% off for the phone-owner only. The discount offer ended October 28, but it sent a clear message from the Motor Show to the computer and portable phone-savvy younger generation. By the final day of the show, we should know how they responded.



Mr. Yoshio Mochizuki,
Parliamentary Secretary,
Ministry of the Environment

Mr. Koichiro Otsuki,
Vice Governor, Chiba Prefecture

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10月30日の入場者数
Oct.30th attendance

26,900人

入場者数累計
Attendance to date

38,800人

