



Tokyo Motor Show News

No.5
2002年11月1日発行
November 1, 2002

JAMA

東京モーターショーニュース

発行所 社団法人日本自動車工業会 モーターショー統括部
〒100-0004 東京都千代田区大手町1丁目6番1号 大手町ビル
Publisher: Tokyo Motor Show Department, Japan Automobile Manufacturers Association, Inc.
Otemachi Bldg., 1-6-1 Otemachi, Chiyoda-ku, Tokyo 100-0004, JAPAN
TEL 03-3211-8919 FAX 03-3211-5798 WEBSITE www.motorshow.or.jp

The weather on the 31st was beautiful right from the start, and the show attracted a lot of business people enthusiastically taking notes on reference vehicles soon to be put on the market. The Japan Red Cross had a blood donor bus set up in "Yasuragi" Mall (between the Center and West Halls), and more than 100 people decided to donate. Even more went home with organ donor cards and PR pamphlets from the bone marrow bank. A happy Red Cross staffer said, "We get more people at the Tokyo Motor Show than anywhere else," a very impressive statement indeed.

"Mobile Office" a hit



Is this a "Red Stage" or a "Blue Stage" dealer showroom?

Like last year, Nissan Motor's booth was done in a clean ivory white. Near the central aisle it had a large Guest Lounge space "specially set up" for the show, making efforts to attract and keep potential customers.

Nissan's theme for this year is "Business Convenience." It has 18 vehicles on display, and Mr. Norio Matsumura, the Executive Vice President for Global Sales and Marketing, says that by fusing offices and vehicles the company "wants to push a new genre of cars that anticipates the needs of tomorrow."

Highlights at the Nissan exhibit include the "BeeLine" that tries to make it as easy as possible for the driver to work and represents perhaps the ultimate in "mobile offices." Also attracting attention is the "CARAVAN delivery version" that adds advanced utilities to Nissan's long-standing "CARAVAN" series of commercial vehicles. Guests and users throng to the booth as if in evidence that "Nissan is back in form."

New logo mark unveiled

Nissan Diesel

Nissan Diesel uses the same colors as Nissan to emphasize its group ties. This theme this year is, "Better Than Ever" Doing Our Best." During the press briefing, President Iwao Nakamura emphasized Nissan Diesel's efforts to develop relationships of trust with its users, saying, "We want even stronger ties with our customers and want to continue to be a company that is chosen by our customers." For the show Nissan Diesel has unveiled the new design for the top mark on its vehicles. The new logo will appear on all domestic-market trucks and buses sold next year and beyond.

Nissan Diesel has 7 vehicles on display. The "CONDOR MK" series includes the world's first hybrid truck, which combines an engine and a motor with a "Super power capacitor" that achieves a dramatic increase in energy density. Also on display is the "Big Thumb" series of large trucks, which this year achieve substantial improvements in fuel economy and reductions in pollution thanks to a newly developed electronic control unit (12-speed ESCOT-AT IV). Engineers visiting the show were particularly impressed with the technology display corner, where Nissan Diesel's new anti-pollution technologies could be found.



The "CONDOR MK" is the one of the world's highest-tech trucks.



Ms. Akiko Ishii
Editor, WEEKLY TAKARAJIMA



WEEKLY TAKARAJIMA always has a large feature on the Tokyo Motor Show. This is the third time I've reported the show I was here for the last commercial vehicles show, too.

In the past, my image of the show was that there were a lot of exhibits that just took ordinary chassis and dressed them up, but this year it seems to have become more serious with all these exhibits of CNG trucks, hybrid trucks, and other high-tech items. It seems like all of the companies are trying to emphasize their technology, but they are doing it in a way that's easy to understand.

All of the vehicles on exhibit are very interesting, but if I had to pick one I think it would be Subaru's garbage truck that segregates organic resources, Convenience Store Recycler. I think it's great how the truck pulverizes food waste like convenience store meal containers and turns it into organic resources.

The vehicles that moved the world

Vintage Commercial Vehicles Corner



The Vintage Commercial Vehicles Corner in the East Hall is popular with classic car buffs. The corner has 20 nostalgic models from the 20's to the 70's on the display. The "ENTARO" bus was what people got around in at the time of the Great Tokyo Earthquake; "Three-wheeler Trucks" and "Bonnet Buses" were at their peak right after the war. An older couple remarked, "It's like we're in a time slip." They stood for quite a while looking nostalgically on the display. In a show where everything is bright and shiny and new, the Vintage Vehicles Corner offers something different.

Commercial vehicles go "Zoom-Zoom" too with new technologies and new ideas MAZDA

The Mazda booth is located in the center of the West Hall. It continues with the rhythmic "Zoom-Zoom" brand message that it used for the passenger vehicle show last year.

Mazda has 21 vehicles on display, focusing on compact trucks and vans. President Lewis Booth, who was appointed just last June, says that the three keywords for Mazda are "environment," "new business style," and "welfare." He goes on, "Our new technologies and new ideas are second to none." With so much new technology on display, it is hard to choose a highlight, but the honor probably goes to the "Titan Dash Clean Diesel Hybrid," a hybrid truck that combines a newly developed common rail diesel engine with an electric motor. It achieves approximately 50% higher fuel economy than conventional diesel vehicles of the same style while reducing NOx emissions by approximately 65% and particulate matter (PM) by approximately 85%. Mazda also provides a wide range of variations on its "Bongo" series and other vehicles already on the market.



Guide on the main stage tells visitors about the exhibit to the "Zoom-Zoom" rhythm.

Excellence abounds among the premieres

Kodaira Industrial, ShinMaywa, Kyokuto Kaihatsu, Kutsenits



Trying to stand out from the crowd. From top left: Kodaira Industrial, ShinMaywa and Kyokuto Kaihatsu; bottom right: Kutsenits



In the Commercial Vehicles Body Corner in the Center Hall, four companies, Kodaira Industrial, ShinMaywa, Kyokuto Kaihatsu Kogyo, and Kutsenits, have once again chosen to field individual booths.

Kutsenits has five vehicles on display, including two world premieres and one Japan premiere. The highlight is the world-premiere "CITY-1" compact non-step bus with seating for 20. ShinMaywa has five vehicles at its booth, including the world premiere of the "ARM-ROLL® EZ," which takes a light truck chassis and equips it with demountable containers.

Kodaira Industrial has two Japan premieres for its "FLATSMALL" series of trailers. Business users were impressed by Kyokuto Kaihatsu's "FLATOP" makes cargo loading and unloading easier by bringing the body down almost to ground level.

Learn CPR

Chiba Prefectural Government Corner Traffic Safety Promotion Corner (Cabinet Office)

Chiba Prefecture is attracting people to its corner in the East Hall with the driving simulator on the "Smile," its traffic safety education truck. The "Smile" offers instruction on how to prevent accidents from happening, and takes "delivery" approach to achieving its goals, going anywhere there is a request for its services. The Chiba Prefectural Police and the "Smile" staff both say they are looking for greater use of the vehicle in the future.

Also in the East Hall is a Traffic Safety Corner run by the Cabinet Office. People have been lining up for classes on first aid. Mr. Matsuno, the instructor, urges everyone to learn how to save lives with CPR.



CPR training



Driving simulator



Chairman Hiroshi Okuda of the Nippon Keidanren visited the Tokyo Motor Show on October 31, spending about 40 minutes viewing show, particularly the Toyota Group booth. He also took the time to climb up into the driver's seat of a large truck, take his turn on the simulator, and hear explanations of the new technologies in concept cars and vehicles for the handicapped.



Mr. Akio Shirato,
Vice Governor,
Chiba Prefecture