



Tokyo Motor Show News

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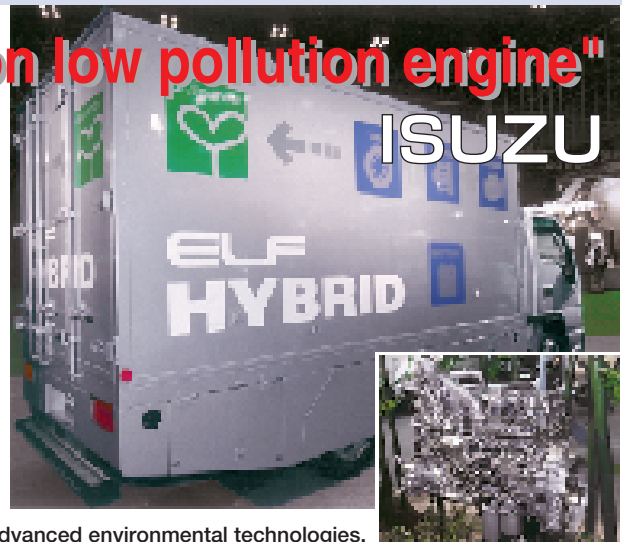
東京モーターショーニュース

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At the midpoint of the show, November 1, the weather turned cloudy and then rainy, but the visitors kept coming nonetheless. Right after the doors opened, about 500 elementary school students from Chiba Prefecture swarmed into the hall and immediately livened up the mood. Almost all of this year's exhibits are arranged so that they can be touched, climbed on and enjoyed up close, and for many children it was their first time having such contact with commercial vehicles. Visitors have praised this aspect of the show. Exhibitors are also emphasizing vehicles for the handicapped and have a wide range of new models on display, drawing in a large number of wheelchair users into the show, who enthusiastically view the vehicles on offer.

Secret weapon: "Next generation low pollution engine" ISUZU

Isuzu just announced a new rebuilding plan, and its theme this year is "Performance of Reliability" At the press briefing in the booth, President Yoshinori Ida expressed the company's resolve to stay the course: "This show is the starting line for our specialization in commercial vehicles," he said. Isuzu has 12 vehicles on display, including 6 reference exhibits that modify marketed models from three perspectives: "environmental performance," "economic advantages," and "global quality standards." Near the main entrance is the Environment Corner, dressed up to look like a bamboo grove. This is where you will find the "ELF HYBRID" and the "ELF-KR Dry Van," the first vehicle to meet Japan's new short-term emissions regulations. Diesel engines are one of Isuzu's strong suits, and this year it has attracted attention for its next generation low pollution engine that uses alternative fuel DME (dimethyl ether). Its advanced NOx catalyst applications are another highlight.



Isuzu shows off its advanced environmental technologies.

"Small Cars, Big Future" SUZUKI



All eyes are on the "Twin" one-seater commercial vehicle.

Suzuki has 18 vehicles on display. Befitting a company that has made a name for itself in the "minimum size" sector, Suzuki's theme this year is "Small Cars, Big Future." The hot spot is the stage in the center of the booth where Suzuki has a lineup of uniquely designed concept cars. Among them, the "Twin" is grabbing attention as a one-seater commercial vehicle. The company has further developed the "Pu-3 Commuter," the "four-wheel-drive that feels like a scooter" that is the first unveiled at the 33rd Tokyo Motor Show. This year it has two versions on hand: the "Rescue Support Car" designed to move smoothly through disaster areas, and the "Mobile Office Car" for the businessman on the go. Suzuki's booth specializes in new ideas for "working small vehicles" with unique functions.

The shape of commercial vehicles to come SUBARU

The Subaru (Fuji Heavy Industries) booth is located in the West Hall. Looking at the main stage in front of the central aisle, your eyes will immediately be drawn to the neon billboard that displays a constant stream of "Customer Feedback" titles, things like: "I can carry tall trees on the rack (Gardener)." Subaru's theme is "Expanding our capabilities for a better future." It displays new "forms" of commercial vehicles that try to meet the needs of real users. The booth is divided into five zones: "Logistics," "Disaster," "Handicapped," "Environment," and "Car Life." A total of 17 vehicles are on display, focusing on the "Sambar" series of light vehicles. Reference exhibits range from the "Sport Truck" to a CNG van, a refrigerated truck, a disaster relief vehicle for both fire-fighting and water purification, and even a garbage collection truck able to segregate out organic matter.



"Sport truck" brings more fun to trucks.

Exploring Japan-style ITS: "Talk-in 2002"

"Talk-in 2002", a special symposium for the 36th Tokyo Motor Show, began at 2:30 p.m. of November 1. Some 390 people came to the Makuhari Messe International Conference Hall for the event, the main theme of which was "Distribution in the ITS Era - How the 21st century transport systems are changing the distribution industry."

Keynote speaker Professor Hironao Kawashima from Faculty of Science and Technology, Keio University, spent the first 30 minutes describing how ITS would change the future of logistics and distribution. His speech was followed by a panel discussion led by news anchorwoman Keiko Katsu. On the panel were: Mr. Kazuo Yuasa (Managing director, Nittsu Research Center, Inc), Dr.

Jin Kusaka (Associate Professor, Faculty of Science and Engineering, Waseda University), Mr. Asato Izumi (Columnist), Ms. Masumi Shiraishi (Associate Professor, Faculty of Economics, Toyo University) and Professor Kawashima.

Topics and comments focused on the future of Japan-style ITS, but included an analysis of the current status of environment-friendly diesel, insights into what ITS meant for aging demographics, and a discussion of trends in next-generation logistic systems. After the panel discussion there was a question and answer period, and the discussion was so enthusiastic the symposium overshot its 5:00 p.m. closing time.



Keynote speaker
Prof. Hironao Kawashima



New ideas for everything from large trailers to vehicles for the handicapped

The Japan Auto-Body Industries Association (JABIA) sponsors the "Joint Exhibit of Commercial Vehicle Bodies" that occupies about half the space in the Center Hall. The booth is designed to feel like Main Street in the evening, complete with street lights. Some 15 member companies have come together for the exhibit, including Nippon Fruehauf and Tokyu Car.

A total of 25 commercial vehicle bodies are included in the exhibit, ranging from large and small trailers to refrigerated vans (box-style trunk rooms), vehicles for the handicapped, and other custom-equipped vehicles. Ten of the 25 vehicles are designed for wheelchairs and other handicapped needs. Toyota Auto Body, Nissan Shatai and many others have a wealth of original technologies and ideas on display.

One focus that stands out in the new models is an emphasis on substantially better work efficiency, convenience and economy. An example is the "Door Lift Car" of Kitamura Mfg., which attaches a motorized lift to the rear door of a van body. Self-employed business people were avidly watching the demonstrations and picking up catalogs.

Nippon Fruehauf	Araco	Kitamura Mfg.
Tokyu Car	Sugawa Shatai	Yusoki Kogyo
Fuji Auto Body	Yamada Shatai Kogyo	Pabco
Kanto Auto Works	Nissan Shatai	Sumitomo 3M
Nippon Trex	Toyota Auto Body	Reflexite



Experience life from a wheelchair

Barrier-free Bus and Taxi Corner



The Ministry of Land, Infrastructure and Transport has set up a Barrier-free Bus and Taxi Corner in the East Hall to allow visitors to experience large buses designed to be easy for everyone, including the handicapped and the elderly, and taxis designed for wheelchair users and the non-handicapped alike. Many visitors took the time to experience life from the perspective of the handicapped, sitting in wheelchairs and attempting to use prototype barrier free vehicles designed for Japan's aging society. Mr. Yoshinori Kito, who came to the show in a wheelchair, gave the designers some very practical advice: "The angle on the taxi is a little sharp to get in by yourself. Maybe you could do it if you had a motorized chair, but it was probably designed for elderly people in wheelchairs so I think they should reduce the slope a bit. In actual practice, I think people would feel safer if the driver would get out of his seat and watch to make sure you're OK."

"The large trailer was really great"

Commercial Vehicle Test-ride Program

Some 14 domestic and foreign companies, including Hino, Nissan Diesel, Mitsubishi, Isuzu, and Volvo have provided their prized commercial vehicles for the test ride corner. There are a total of 22 vehicles available this year, including large trucks, trailers, buses, vans and vehicles for the handicapped. Vehicles for the handicapped stand out, accounting for 8 of the 22. They are provided by 7 companies, including Suzuki, Subaru and Honda.

Visitors are excited to be able to ride in vehicles they normally would never be able to get near. Ms. Mayumi Soda tried out the large trailer and was very satisfied with the experience: "I've always wanted to ride in a large truck. The ride was really smooth and there was great visibility. I bet you don't have many accidents with this."

Mr. Hiroshi Hayashi (68) rode in the large capacitor hybrid truck and was very impressed: "They say you can drive it just like a diesel vehicle, but the fuel economy is a great, and I think this is something we can be proud. I hope it spreads around the world."

Rides take place from 10:30 a.m. to 4:00 p.m. Boarding area is located at the southern rest area of the exhibition halls.



Guest INTERVIEW

High points for being barrier free, but...

The show has made great strides in becoming barrier free and the elderly and handicapped can now view it easily and safely. "It's very easy to get around-there are no bumps in the aisles," said Ms. Chie Matsuo-ka of Meguro-ku, Tokyo, who enthusiastically viewed the booths from her wheelchair. Mr. Masahiko Suzuki of Nagoya, who came with a wheelchair user, concurred that "the show has done a great job of eliminating the slope from the hall." Ms. Junko Yamamoto of Koshigaya, Saitama brought her baby in a buggy and also found it "very easy to walk around." As far as the "barrier free" aspects go, everyone seems willing to give the show a solid "A."

Still, there are some complaints. "The staff on the 2nd floor were very nice and asked if they could help me, but there was no one



Today's VIP

Ambassador of the Republic of Slovenia
H. E. Robert Basej

inside the hall itself," says Ms. Matsuo-ka. Mr. Suzuki adds, "There ought to be a way for people in wheelchairs to get to the front of the crowd so they can see." Others wanted a chance to "climb the ladder into the driver's seat of that huge truck".

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11月1日の入場者数
Nov.1st attendance

35,500人

入場者数累計
Attendance to date

103,800人

