



# Tokyo Motor Show News

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**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 rain has ended, and the weather is once again good. The second half of the show has seen an endless flow of people into the halls, though no doubt the weekend has played a part in this. Long lines formed at the gates well before opening. A wide range of visitors could be seen at the show today: older couples, families pushing baby buggies, young couples, people in wheelchairs. The Tomy toy booth remains popular, with lines forming to purchase miniature cars and inventories rapidly falling. The show has a new burst of energy coming into the home stretch, and the competition to attract visitors is fierce.

## The future of "environment technology"

Mitsubishi's theme is short and to the point: "Meet the New." That does not tell the whole story, however. This is the 70th anniversary of "Mitsubishi Fuso (Mitsubishi's commercial vehicle brand)," and in January of next year the company will spin off its bus and truck division into a new company, which will be under the control of Daimler Chrysler, with whom it has capital ties. President Rolf Eckrodt explains, "We're looking for synergy effects to spark global development."

The Mitsubishi booth is located in the Center Hall, and the exhibit ranges from light vehicles to large trucks and buses, with a total of 21 familiar, every-day commercial vehicles on display. Mitsubishi's top priority is "environment," and its booth includes several offerings: the "Canter HEV" compact, hybrid electric truck is low on pollution and high on fuel economy; the "Next-Generation Clean Diesel Engine" is on display for the first time ever. Another technology highlight is the "Super Great FU Ultra-Light Aluminum Frame Truck" that dramatically increases



The "Canter HEV" is easy on the environment.

the transportation efficiency of large trucks. Mitsubishi also includes an illustrated exhibit on the history of its "Fuso" brand, complete with panels, videos on engine technology and narrations. Schoolchildren commented on how "easy to follow" it was.



New models offer "better fuel economy, more power."

## New model premieres in Japan Volvo Truck

The Volvo Truck booth is located on the western side of the Center Hall. It features two new models of the Volvo FH/FM series of large trucks that have been long-standing best sellers around the world. The FH12 Tractor "Exclusive 500" and the "FM12 Rigid (low platform)" are both on display in Japan for the first time. Both comply with Europe's EURO3 emission regulations, generally considered to be the toughest in the world.

Volvo's sales point is simple: "Better fuel economy, more power." One can see crowds of Volvo fans avidly listening to the technology explanations in the booth. At the test ride corner, there is a large line to get on the Volvo "FH12 Tractor."

### Hidden hot spot in the East Hall

Picture Books of Working Vehicles, Foreign Commercial Vehicles Catalog Corner



There is a "hidden" hot spot in the East Hall, the "Foreign Commercial Vehicles Catalog Corner" and the "Picture Books of Working Vehicles." What is more, the areas are popular even though there are no actual vehicles to be seen.

The catalog corner has gathered catalogs from 16 foreign companies, including Man, Setra and Solaris. Visitors can view them at will, and car maniacs are lining up to get a glimpse of vehicles not available in Japan. The staff is swamped with people asking for catalogs or directions on how to obtain them.

The picture book exhibit has 51 books on its shelves and space to sit down and read. A surprising number of children have turned out for the commercial vehicle show and the scene of fathers and children sitting down together to read picture books almost makes one forget where one is. This booth has been a great hit.

### "Eco-cars" for day-to-day living

Electric Vehicles Corner

The Japan Electric Vehicle Association's booth is a well-known presence at the Tokyo Motor Show. The slogan this year is "Working All Around You: Electric Vehicles." Four very down-to-earth electric vehicles can be seen at the booth, including Daihatsu's "HJET CARGO Hybrid," which is already on the market, and Suzuki's "SENIOR CAR ET4A" vehicle for the handicapped that does not require a driver's license. Panel displays explain how hybrid vehicles work. Visitors seem excited to view the panels, watch the videos and get a chance to see environment-friendly "eco-cars" close up.



### Motor show blood drive

The "Tokyo Motor Show Blood Drive" has become a tradition. The Chiba Prefecture Red Cross Blood Center has its facilities in "Yasuragi" Mall and encourages visitors to stop by and give blood. On a good day, it will have about 120 donors. The center staff comments, "We're short on blood, so the donations at the Tokyo Motor Show are really valuable." Once they are finished, donors are given a package of juice and asked to take a short break under the tent. Pamphlets on the bone marrow bank and bone marrow transplants are there waiting for them and provide easily understood explanations. There are also organ donor cards available. This is the first time that donor materials have been brought to the motor show, but many visitors seem to appreciate the information and take the materials home.

Information on bone marrow bank and organ donor also available



# Sunflower booth with mini-car petals — Mitsuoka



Wowed by unique micro cars.

Mitsuoka has its booth right in front of the Toyota Group in the East Hall. This is Mitsuoka's second time at the Tokyo Motor Show, following a successful debut last year. Its booth is done in orange and arranged to look like a sunflower. The petals consist of unique concept cars that are a consistent attraction for dreamy-eyed young people. One example is the "ME-2" electric-motor micro car (four-wheel motorized vehicle) for pizza deliveries. Customers were asked to come up with a nickname for the car, and the winner, "CONVOY88" (read "Konboi Papa" in Japanese) was selected during the show. Mitsuoka also displays several delivery vehicle variations based on its 50-cc gasoline micro car series.

## World and Japan premieres abound

—Parts booths—

Parts exhibitors occupy more than half of the space in the West Hall. Some 76 domestic and foreign parts companies have booths, including Denso and CalsonicKansei. Two government organizations, the German Association of the Automotive Industry (VDA) and the Embassy of Sweden, and one industry group, the Battery Association of Japan, also have exhibits.

The scale of the parts exhibit is slightly below the 90 companies recorded at the last commercial vehicle show, but the technology on display is every bit its equal. This year boasts three world premieres, including the ultra-compact, low-cost "radio tuner module" from Toyota Industries, and 12 Japan premieres, including Bridgestone's new safety system "AIRCEPT" that prevents a rapid loss of air when a tire punctures. The Delphi Corp. has three Japan premieres at its booth, including a "Power Sliding Door" that automatically opens and closes the passenger-side door.

Parts booths are divided into six sections for "Engine Parts", "Electrical Parts", "Drive, Transmission, Steering, Suspension, Brake Parts" and the like. One highlight of the "Drive, Transmission, Steering, Suspension, Brake Parts" section is the "skeleton model" jointly produced by Aisin Seiki and Kuroyanagi Kogyo that gives visitors a glimpse into the inner workings of commercial vehicles.



The German Association of the Automotive Industry (VDA) has the largest space in the parts area.



Aisin Seiki's new skeleton model



Bridgestone unveils its safety system "AIRCEPT" for the first time in Japan

### First-ever wireless LAN service

There are five "Internet & Information" boxes around the show where visitors can use personal computers to locate exhibitors and connect to be "Tokyo Motor Show Web Site."

New this year is the wireless LAN service. Visitors with notebook computers and PDAs (personal digital assistants) can use the LAN to send anyone the news on the show via a free broadband Internet connection from inside the show.

This new IT service is currently only available at the Information Booth on the west side of the Center Hall, but "Internet anywhere in the halls" services do not seem very far off in the future.



### Mr. Young Jun Yu

Chief Editor, Car & TECH, Korea

Car & TECH was established in 1991 and has an 11-year history covering automobiles. Its current circulation is about 40,000 to 50,000. The Tokyo Motor Show has been an important part of its coverage ever since the magazine was founded. This is my eighth time covering the show.

I think the quality is much higher this year compared to the last commercial vehicle show. I'm very interested in all of the new environmental technology on display, especially the devices to clear NOx and particulate matter (PM) regulations. For me, the most attractive vehicles are the ones for the handicapped and the high-tech buses. I really like non-step, barrier free buses.



### "Zero garbage" campaign a success

One of the goals for Tokyo Motor Show is to have a "zero garbage" show, and the organizer, the Japan Automobile Manufacturers Association, has worked hard to reduce garbage. According to Mr. Nobuyuki Ito of the Chiba Prefecture Building Maintenance Union, the group hired to take care of the show, there are two main categories of garbage produced: the industrial waste generated by the installation and removal of exhibitor booths and the general waste generated by visitors.

The combined efforts of everyone participating in the show have reduced garbage by 8-10 tons. The 34th show (2000) required five and a half of 4-ton trucks to remove the industrial waste from booth installations; the 36th needed only three and a half. Visitor garbage is also much easier to deal with as people become used to the idea of segregated collection. A cleaning staff of 50 constantly patrols the hall and the surrounding area, working quietly to ensure "the best possible environment for visitors."



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11月2日の入場者数  
Nov. 2nd attendance 49,200人  
入場者数累計  
Attendance to date 153,000人

