



Tokyo Motor Show News



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JAMA

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The 36th Tokyo Motor Show - Commercial Vehicles - (2002)

More than 210,000 visitors

Show closed on the 3rd, far exceeded 180,000 attendance forecast —



The 36th Tokyo Motor Show - Commercial Vehicles - (2002) closed its doors on November 3, having welcomed a total of more than 210,000 visitors (211,100) over a period of six days and far exceeding the organizer's forecast of 180,000. The show came during the middle of an economic slump, and the high attendance reflects the interest in environment, safety, ITS, and vehicles for handicapped, all of which were addressed by the Commercial Vehicles Show. Visitors were satisfied with what they saw. The show featured some of the most advanced environmental technologies and ITS-based distribution systems in the world, plus an abundance of new models for the handicapped. Visitors confirmed that they had "learned something" and that the show was "worth it."

One of the scenes that consistently stood out during this show was that of business people listening intently to explanations of

new technologies and models, asking questions and taking memos. Booth staffers concur that, particularly in the large truck displays, "there were a lot of drivers and self-employed people who wanted to get in the driver's seat and test it out." They agree that the show was good for business.

Another area that captured visitor attention was sporty trucks, the extension of commercial vehicles into the realm of play. The show was given high marks from school children, families and young couples because exhibitors show their vehicles in a way that visitors can touch and get in the vehicles.

The show was in every sense successful at providing the "comprehensive commercial vehicles show" that the organizers targeted and allowing a wide range of visitors to become familiar with working vehicles.

Down-to-earth focus on "environment" and "safety"

Yoshihide Munekuni,
Chairman
Japan Automobile
Manufacturers Association, Inc.



The 36th Tokyo Motor Show, and the first Commercial Vehicles Show to be organized by the new Japan Automobile Manufacturers Association, closed its doors on the 3rd. On behalf of the organizers, I want to express our deep and heartfelt thanks to the exhibitors and all who participated in the show for their support and co-operation.

This is the second Commercial Vehicles Show to have been held, and we tried to combine the strengths that had been developed by the former Japan Motor Industrial Federation and bring to them the three new perspectives of "openness," "speed," and "efficiency."

The attendance figures indicate that there continues to be high interest in commercial vehicles in spite of the prolonged economic slump and difficult business conditions. Attendance was far above our initial projection of 180,000, and the show had far more impact than we anticipated.

Our theme this year was "Sense the Evolution - Commercial Vehicles on Stage," and exhibitors provided very down-to-earth demonstrations of what they are

doing to solve the key issues facing the automotive industry today: safety, globalization, and environment. They also provided an opportunity for two-way communication with the visitors, and I think these were among the chief reasons behind the impressive turnout. We had 314 vehicles (including special exhibits) on display this year, well above the 287 at the last Commercial Vehicles Show. Among them were 27 world premieres and 9 Japan premieres, with most of these focusing on the environment or other advanced technologies. In this, I am confident that the show fulfilled its role as a source of new information for the world at large.

Next year JAMA will organize its first Passenger Vehicles & Motorcycles Show. We have gained valuable experience from the Commercial Vehicles Show and look forward to working together with you to improve upon these results. We hope for your continued support and cooperation and want you to look forward to a great show next year.

The 36th Tokyo Motor Show Visitor Totals

Date	Weather	Attendance	Cumulative
Oct. 29 (Tuesday) [Press Day]	Sunny	2,780	2,780
Total press attendance: 2,780			
Oct. 29 (Tuesday) [Guest Day]	Sunny	11,900	11,900
Oct. 30 (Wednesday) [Public Show Day]	Sunny	26,900	38,800
Oct. 31 (Thursday) [Public Show Day]	Sunny	29,500	68,300
Nov. 1 (Friday) [Public Show Day]	Rainy	35,500	103,800
Nov. 2 (Saturday) [Public Show Day]	Sunny	49,200	153,000
Nov. 3 (Sunday) [Public Show Day]	Sunny	58,100	211,100
Total general public visitors: 211,100			

Major VIPs Attending the Show



H.I.H. Prince Tomohito of Mikasa



Chikage Ogi, Minister of Land, Infrastructure and Transport



Akiko Domoto,
Governor of Chiba



Hiroshi Okuda, Chairman,
Nippon Keidanren

List of Supporting Companies

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.

Editing Staff

Producer

Shozo Kaneko

Writers

Toshiyuki Fukuda, Kenji Otsuka, Tadao Hori

Photography

Hectopascal Co., Ltd.

Translation

UNICUL International, Inc.

Design & DTP

Yasunori Sawato (mediac dotcom inc.)

Digital image processing

Hisashi Kuroda (mediac dotcom inc.)

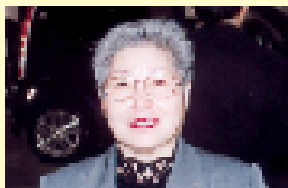
Device management

Fuji Xerox Co., Ltd.

Guest INTERVIEW

Ms. Machiko Takagi

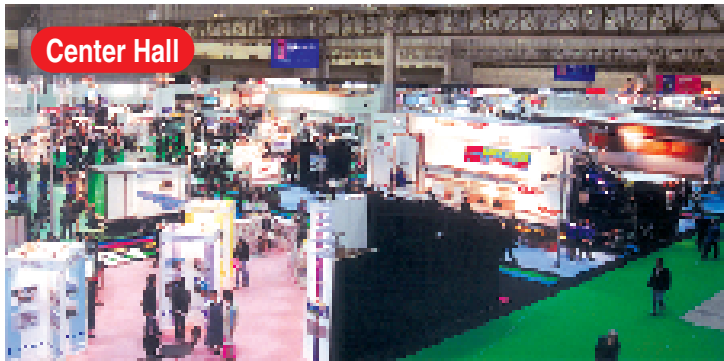
I really liked the vehicles for the handicapped. I'm 65. I love to go places, and use my car a lot. But I have problems with my legs and feet, and it has become difficult to get in and out of the car. I tried out many of the exhibits, and they really made things easier. I'm grateful for that, and I'm thrilled that people are finally beginning to think seriously about the needs of the handicapped and the elderly.



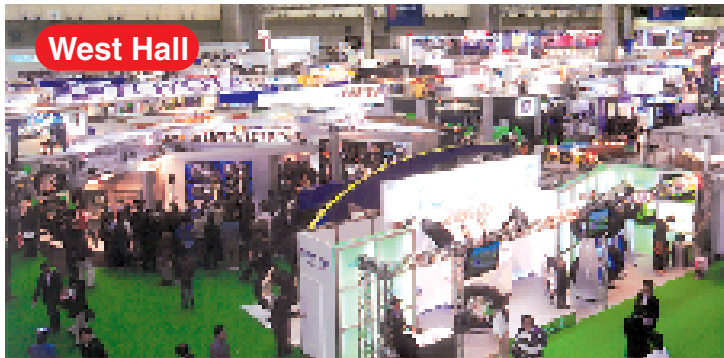
East Hall



Center Hall



West Hall



Editor's note

Japan Automobile Manufacturers Association, Inc.

Kazuhiko Kato, Executive Director

The 36th Tokyo Motor Show was a great success. We hear a lot about the slump in the Japanese economy, and particularly about how bad the commercial vehicles market is, so we were very concerned about our attendance projections for this year's show. We decided to be conservative and set the figure at 180,000, which was just a bit higher than last time. Now that the show is over, it is great to learn that we had more than 210,000 visitors. As the organizer, it is extremely gratifying and rewarding to see that figure. I think there were several reasons behind this success. First is that exhibitors were able to draw on their experiences from the last Commercial Vehicles Show to produce more exciting exhibits and performances and communicate their themes and messages more readily to visitors. Also, the show had a large number of new models and advanced technologies on display that provided timely solutions to key questions facing our society: environment, safety, ITS, social welfare. Finally, the show was well covered in the media, and this helped to raise visitor interest and good will.

The Passenger Vehicles & Motorcycles Show is coming up next October. We look forward to a strong show with a strong message, and to showing what JAMA can really do as the organizer. Be ready for something big.

Next show

- Name of Event: The 37th Tokyo Motor Show
- Passenger Cars & Motorcycles - (2003)
- Theme: "The Challenge : Driving toward a Better Future."
- Show Dates: Oct. 24 (Fri) — Nov. 5 (Wed), 2003
- Location: Makuhari Messe (Nippon Convention Center)
Chiba City, Chiba Prefecture

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11月3日の入場者数
Nov.3rd attendance

58,100人

入場者数累計
Attendance to date

211,100人

