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The 37th Tokyo Motor Show opened to the public on Saturday, the 25th. As it has been two years since the last passenger cars and motorcycles show, crowds of young people were waiting in front of the gates from early morning, and by the time the gates opened at 9:30, long lines had formed. The key question for the organizer and exhibitors was how the public would react to the show's "model change," and that reaction was very positive indeed, with events like the Clean Energy Vehicle Test Rides getting off to a strong start.

It was a cloudy and slightly cold first day, but well before opening time and on throughout the day, a steady stream of people flowed from JR Kaihimmakuhari Station to North Gates 1 and 2. Meanwhile, at West Gate 1, the elevated passageway from the Messe Parking Lot was filled with people waiting for the opening, and the line even extended out to the lot itself. The main North 1 gate recorded more visitors than the previous show (the 35th show).

About 30 minutes after opening, all the halls were beginning to bustle. Crowds were forming and excitement brewing at popular booths highlighted in television and news reports. This year's show features a large number of concept

cars demonstrating new environment, safety and IT technologies as well as the latest designs for popular sports models, and the sports cars were the focus of interest for the younger members of the crowd. Visitors seemed impressed by a greater number of "globally-oriented" cars on display, including the new models scheduled for launch.

The Clean Energy Vehicle Test Rides are one of the show's highlights and attracted consistent crowds throughout the day. Lines quickly formed in front of the reception desk for the fuel cell vehicle rides. The "On the Forefront of Japanese Design" symposium held on the second floor of the International Conference Hall (charged separately) had more than 330 participants, completely filling the seats. In the Event Hall, the "Carrozzeria Exhibit" was filled with students and young people, exactly the crowd that the organizer wanted to draw.

For families, the excitement was at "Festival Park" in the West Rest Zone. The 1:00 PM "Traffic Moral Saver Anzenger" show began to a full audience of children. Also popular was the "Children's Driver License" booth provided by the Chiba Prefectural Police. Kids happily lined up to get their own "license" issued.



# 『Carrozzeria & Cafe』

Special Designs from Five Countries

## 30 Distinctive Cars from 13 Companies

— Open Cafe Great for a Break



Keio University Electric Vehicles Laboratory challenging the fastest speed record, 400 km/h (Above) The "Eliica" was developed by Keio University in a collaborative project with industry to design environment-friendly vehicles. It will attempt to set an official world speed record next March.

The special exhibit in the Event Hall is one of the Tokyo Motor Show's main attractions, and in keeping with the show's basic concept of "audience participation" and "hands-on exhibits," 13 Carrozzerias from five countries have 30 original and "tuning" cars on display. It is one of the most popular areas of the show, particularly with young auto fans who want to see the distinctive and sometimes quirky designs up close.

"Carrozzeria" is the Italian word for "car design studio," and the studios on display at the show are known for producing some of the best designs in the world. This is the first time that unique car manufacturers have exhibited in this way at the Tokyo Motor Show, and they have an extraordinary range of vehicles on display, everything from an eight-wheeler electric car that is trying for the world speed record to high performance sports cars, racing cars, 3-wheel vehicles mini electric cars, electric scooters and compact formula cars.

The exhibitors include three German companies (Brabus, Gemballa, and Hartge), two British companies (Grinnall and TVR), one Danish company (Kleemann), two Swiss companies (Sportec and Armec) and four Japanese companies (Ohno Car Craft, Choro-Q Motors (including partner Zagato), Sivax and Tokyo R&D). Also exhibiting from Japan is Keio University. Other highlights of the Carrozzeria Exhibit include the top three prize winners from the "Student Formula SAE Competition of Japan 2003" (sponsored by the Society of Automotive Engineers of Japan).

The "Carrozzeria Cafe" is located directly in front of the exhibit, and young couples can be seen relaxing in the classic yet trendy atmosphere. "Carrozzeria & Cafe" is one part of the motor show not to be missed.



"Carrozzeria Cafe," a hot spot for car lovers  
The "Carrozzeria Cafe" is located in the Event Hall, providing great atmosphere for visitors to take a break, while taking in the view of cars.



Brabus tuning boosts power to Mercedes  
Brabus is a "tuners brand" for Mercedes-Benz. It has two cars on display. The "SV12" seen here is based on the "S600" but boosts it to a whopping 640 horsepower.



Gemballa specializes in Porsche  
Gemballa is crystal clear on its policy: to push cars to the limits without losing comfort or practicality. Seen here is the new "Biturbo R-GTR 500" roadster.



**Hartge polishes BMWs**

The "New H530K" is a distinctive design from Hartge, a studio that polishes BMWs with a wide line-up of powerful engines, aerodynamic parts and aluminum wheels.



**Kleemann makes compressors exclusively for Mercedes**

The "SL50K Gullwing" from Kleemann, a Danish company that makes compressors exclusively for Mercedes. Arguably one of the fastest cars in the world.



**Sportec adds electronic controls**

Switzerland's Sportec specializes in adding electronic controls. Seen here is the "Sportec RX-8," a car that has more than just speed going for it.



**TVR only sells 50 attractive cars a year**

British sports car builder TVR has a strong base of fans despite the fact that it only sells 50 cars a year on the domestic market. The "Tuscan" is a striking example. The "T350" comes has an open-top option.



**Ohno Car Craft renowned for originality**

Seen here is the ambitious "Naomi V," based on a Mercedes "R129" and designed by Mr. Toshihiko Ohno. Mr. Ohno is currently preparing to open the "Carrozzeria School Project."



**Choro-Q expands to motor sports**

Known primarily for its "Q Car" electric vehicles, Choro-Q has recently acquired business rights for the Mine Circuit, which it will use to run electric cars.



**Armec and Grinnall offer unique 3-wheel vehicles**

The "City-Mobil" (back) was developed by Switzerland's Armec; the "Scorpion III" (front) by Britain's Grinnall. Both use BMW motorcycle engines.



**Sivax is Japan's only true carrozzeria**

Sivax fabricates wooden models and boasts its own integrated design, development and Inspection functions. Seen here are the "Genos" (right) and "Kira" (left).



**Tokyo R&D has a track record in racing cars**

Tokyo R&D is known for its racing cars and electric vehicles. It uses carbon fiber technology and Vemac (UK) engines. Seen here is the "RD350" (left), winner of the All Japan GT championship.



**Three top prize winners of the Student Formula SAE Competition of Japan 2003**

This competition for excellence in acceleration, running performance and design was won by Sophia University, with Kokushikan University and University of Tokyo coming in second and third respectively.

# The History of the Tokyo Motor Show



**Keynote addresses:** Aritsune Tokudaiji, automobile critic  
 Yutaka Katayama, Honorary Member of Nissan Motor Sports International (NISMO)

**Panelist:** Junko Ouchi, fashion critic  
**MC:** Akiko Nishimura, sportscaster



Aritsune Tokudaiji



Yutaka Katayama

## Driving should be enjoyable (Tokudaiji)

Keynote speaker Aritsune Tokudaiji told the audience about his father taking him from Mito to Tokyo to see the first All Japan Motor Show in 1954. He went on to talk about how "more and more people consider driving to be hard work," but pointed out that "driving is fun and, having bought an expensive car, you should learn how to enjoy it."

Yutaka Katayama is known as "the Father of the Z Car." He revealed one of the Tokyo Motor Show's best kept secrets: "About 50 years ago, somebody had the idea to hold a show as a way of boosting car sales, so the heads of advertising departments for six major automakers formed a group called the 'Muikakai.' There was, however, a lot of opposition and the project stalled." However, a plan was developed anyway and "we used the power of the Ministry of International Trade and Industry [as it was then named] to push it through."

The panel discussion was active, with Junko Ouchi arguing that future shows should be "better categorized," and Katayama advocating that "shows be judged on their content, not just the number of visitors." Tokudaiji offered some concrete suggestions: "Admission is too expensive, better guidance is needed, and more thought should be given to traffic access."



**Kazushi Suzuki**  
 Writer for 4x4 Magazine Co. Ltd.



Reporting on the show with Mr. Kunihiro Tabata, editor in chief of "X-OVER," a monthly publication of 4x4 Magazine:

"This show gives a much clearer direction than the last show for fuel cell vehicles and the next generation of cars," he said approvingly. "It's encouraging to finally get a glimpse of how we will solve pressing environmental issues." Mr. Suzuki travels in an electric vehicle himself and said that he hopes to continue to be involved with electric vehicles not only as a reporter but also on a personal basis.

## Today's EVENTS

### ★ "Traffic Moral Saver Anzenger" shows

11:00~11:30  
 13:00~13:30 Festival Park  
 16:00~16:30 (West Rest Zone)

### ★ Clean Energy Vehicle Test Rides

10:30~16:30 Clean Energy Vehicle Test-Rides  
 (Makuhari Seaside Park)

## TOPICS

### Official Goods Posts Strong Sales

#### Teddy Bears Popular

Looking for a souvenir from the Tokyo Motor Show? You are not alone. The official goods shop was filled all day Saturday with visitors seeking souvenirs. Located at North Gate 1 and two other places in the show, the shops saw large numbers of families discussing the various items on sale. There are 18 items of official merchandise this year, including cookies, badges, motor show T-shirts and mugs. The most popular so far are ballpoint pens, snack foods, and Teddy bears dressed in their motor show T-shirts. The bears have either red or white T-shirts, and more than a few visitors were buying them in pairs.



## TOPICS

### Automotive Guidebook Completely Overhauled

The Automotive Guidebook of Japan reaches its 50th volume this year, and in commemoration of this milestone, it comes packed with special features and practical information, including "the 50 Best Roads in Japan" as selected by motor journalists and "tips on safety, environment and tax" in a question and answer format. The guidebook is 544 pages in AB size. It sells for ¥1200 including the special bonus pamphlet, "Concept car À la carte," detailing 72 concept cars exhibited at the show. A CD-ROM version is available for ¥2,000. Also commemorating the 50th edition of the Automotive Guidebook is a special reprint of the "Motor Show Official Catalogue 1954" from the first show. The reprint is available in limited quantities only at the Tokyo Motor Show and costs ¥3,000. Automotive Guidebook sales stands are found in "Yasuragi" Mall and six other locations.



Visitors for October 25 **122,500**

Attendance to date **169,500**

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