

Tokyo Motor Show

No.17

Tokyo Motor Show News

OCTOBER 27, 2003

〒100-0001 東京都千代田区千代田1-1-1 JAMA

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TEL: 03-213-8000 FAX: 03-213-8001

JAMA



The second day of public exhibition and the first Sunday of the show was favored with clear weather. Young couples and families stood out in the large crowds. Being an audience-participation show, a large number of outdoor events were scheduled, and the weekend crowd was evenly balanced between the indoor car exhibits and the outdoor events.

Theme is "ECO & EMOTION"

Glimpses of the "eco" orientation of the near future

This year's hybrid technologies are based on new concepts that address today's most pressing automotive needs: developing cars that are "good for the environment," "good for people," and "good to drive." Booths give a glimpse into the "eco" orientation of the future.



The themes are "ECO & EMOTION." The Toyota group has a large exhibit that occupies roughly half of the East Hall, and it brought a total of 33 cars to display. Twelve of the cars (10 models) are reference exhibits, including an F-1 racing car; 21 are passenger cars on the market or scheduled for launch. In the middle of the booth is a specially constructed stage done in a silver-metallic theme and resembling a stadium. Every 45 minutes it runs a crowd-pleasing presentation called "Eco X Emotion," and the viewing area is consistently packed. Toyota introduces four concept cars during the show: "Fine-N," "CS&S," "SU-HV1" and "PM."

The "eco" models are particularly popular for the high levels of technology they embody. "Fine-N" is the ultimate in fuel cell hybrids. It brings a thin fuel cell unit using dif-

ficult-to-handle hydrogen energy into the hybrid system and also achieves independent control of the four wheels with individual motors internally being installed. The result is a significant gain in stability and extremely responsive cornering.

"CS&S" has "THSII," the next generation of electric motor/gasoline engine hybrid system, installed in the rear. This is combined with "E-Four" (electric 4WD) to create a sporty new model that is fun to drive as well as being good for the environment.

"SU-HV1" is an SUV with some of the lowest emissions in the world. It features a newly designed SUV hybrid system and electric 4WD. Its fuel economy is on par with compact-class cars, twice more than base vehicles.

"Personal Mobility (PM)" a Hit

Among the most enthusiastically received models during the Toyota demonstration is the "PM," a cute one-seater that changes its shape and coloring. "PM" stands for "Personal Mobility." It may be better described as a "mobile suit" than a car as we know it. The driver sits under a "canopy" and controls the vehicle with hand and leg movements. During low-speed operation the cabin is upright, but as speed increases it gradually reclines to gain better aerodynamics. Meanwhile, the wheel base also extends to improve straight-driving performance.

The key design concepts for the car were "meeting, linking and gathering." It uses advanced information technology to "integrate people and cars" and "promote interaction between cars." The "PM" represents a completely new idea for mobile society.



The "PM" stage demonstration wows crowds.



The "LF-S," a new Lexus model scheduled for launch in Japan.

"Lexus" gets its first independent exhibition space

Among the study models for potential launch at the Toyota booth is the "Crown Concept," its next generation in luxury sedans. This year also sees the first independent exhibition space for Lexus. On hand are the "LF-S," the Lexus brand's premium sedan, and the "LF-X," its new SUV. Both are scheduled to hit domestic Lexus dealerships in 2005 and are already generating considerable interest.

Toyota uses cutaway models to explain its cars' environmental performance. The wire frame body for the "Fine-N" (right).



Next generation of hybrid technology on display.

The new independent Lexus corner is part of the large Toyota exhibit in the East Hall.

From popular brands to prestige cars

Import exhibits



Emphasizing "Brand Evolution" and targeting higher sales on the Japanese market Volkswagen

Volkswagen (VW) already commands the top share of import car sales in Japan, and it brought a full line-up of its vehicles to the Tokyo Motor Show. Flanking the front of the VW corner are the "Concept R" concept car and the new "Golf" scheduled for announcement next year. Also at the booth are VW's newly-developed minivans, "Touran" and "Multivan," and two models that just made their debut on the Japanese market this year, the "New Beetle Cabriolet" and the "Touareg" SUV. VW has its sights on increasing its sales on the Japanese market and is emphasizing its "Brand Evolution" in this year's exhibit.

The "Concept R" is VW's sports car, and it does indeed embody the idea of "brand evolution." Chairman Pischetsrieder describes it as having "a tight form with new, sharp lines." Underneath the dynamic body are a V6 3.2 liter, 265 horsepower engine and a 6 speed direct shift gearbox. The car has a theoretical maximum speed of 270 km/h.

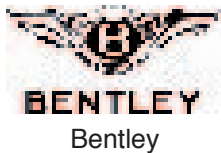
The new fifth generation "Golf" was just announced in VW's home market of Germany in August, its first full model change in six years. The body size has been expanded to increase passenger comfort. VW has made the car "fun to drive" (Chairman Pischetsrieder) while also improving safety. The result is very attractive indeed. The "Touran" is based on the new "Golf," offering multipurpose specs with either two or three rows of seats.



The "Concept R" two-seater roadster, VW's new sports car.



"Golf" gets its first full model change in 6 years. It will be launched in Japan next year.



Luxury car maker unveils the ultimate British GT for the first time in Japan

The "Continental GT" will debut next spring and combines Bentley's tradition and reputation as a British luxury carmaker with its convincing performance at Le Mans. The company describes it as "the ultimate British sporting grand tourer," delivering "unparalleled levels of refinement, craftsmanship and driver involvement."

Its W12 6.0 liter, twin turbo engine packs a whopping 560 horsepower. As a full-time four-wheel drive, this four-seater coupe is fully prepared to become the "image leader model" that symbolizes the "evolution" taking place at Bentley.

Also in the Bentley corner is the "Arnage T," a luxury saloon with a V8 6.75 liter twin turbo engine, a car that exudes everything one would expect from this prestige maker.



"Continental GT" is handmade by traditional craftsmanship.



1001 horsepower for the ultimate in speed

Bugatti

Bugatti's "Veyron 16.4" lays claim to being the fastest car in the world. It features striking, distinctive styling with its red and black two-tone body, but the real story is the W16 7.99 liter turbo engine and its incredible 1001 horsepower performance. The car has a maximum speed of 406 km/h and goes from 0 to 300 in under 14 seconds. Experts say that it has reached the limits of what is structurally possible.

The carbon fiber monocoque body is designed not only to be lightweight but to give extra performance at high speeds. Among the unique body features is the rear wing, which serves as a "parachute" for deceleration from high speeds. The interior features luxury metal applications and a very easy-to-view arrangement of the driving elements. This conjures an image of being the king of sports cars.



Bugatti's "Veyron 16.4," with the atmosphere of being the king of sports cars.

"On the Forefront of Japanese Design"

Symposiums

- Panelists**[morning] Takuma Sato, F-1 driver
Junko Koshino, designer
- Panelists** [afternoon] Shuichi Misono, Toyota Motor Corp.
Shiro Nakamura, Nissan Motor Co. Ltd.
Yoshio Ui, Honda Motor Co. Ltd.
Olivier Boulay, Mitsubishi Motors Corp.
Moray Callum, Mazda Motor Corp.
Hitoshi Yoshimura, Suzuki Motor Corp.
- MC** Masatsugu Arimoto, design journalist

"The essence of design is the beauty of opposites and the beauty of empty space." (Koshino)

[Morning session]

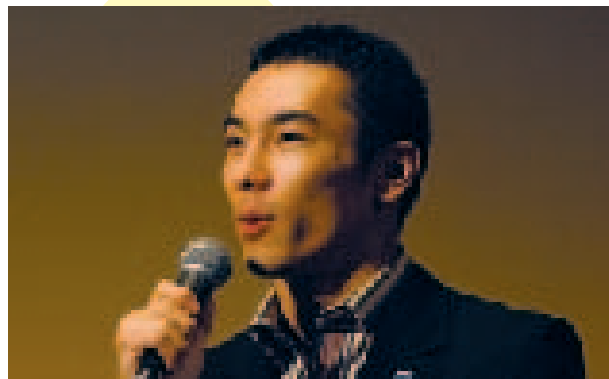
Sato and Koshino discussed design with Arimoto. "Results come from maintaining high levels of motivation," according to Sato. Koshino commented, "The essence of design is the beauty of opposites and the beauty of empty space."

[Afternoon session]

The symposium proceeded with Arimoto asking questions to each of the panelists. His first question went straight to the point: "Which do you think is the best car at the motor show?" He then approached it from the opposite angle: "Which cars do you have complaints about?" All six of the panelists responded frankly.

Continuing in this line, he asked the panel, "What do you emphasize as you try to differentiate your designs from those of your competitors?" Yoshimura responded, "We want to push the envelope for compact cars." Misono said the key was "predictability." After coaxing the panel to reveal their secrets, Arimoto delivered his final question: "What direction do you see car design taking in the future?" All of the panelists were able to respond just as time ran out.

After the panel discussion, listeners were invited to ask questions. A vigorous discussion ensued, and the audience was so enthusiastic that the session ran over by 30 minutes.



Takuma Sato



Junko Koshino

Today's **EVENTS**

★ **Symposiums**

- 13:30~15:30 **Towards Standardization of Electronic Data Interchange (EDI) in the Automotive Industry** (Room #201)
- 15:00~17:00 **Traffic Accidents and Emergency Medicine** (International Conference Room)

★ **Bay FM**

11:15~11:45 Festival Park (West Rest Zone)

★ **Fiesta Mariscos**

13:00~13:30
15:00~15:30
17:30~18:00 } Festival Park (West Rest Zone)

★ **Trial Demonstration**

13:45~14:45
15:45~16:45 } Festival Park (West Rest Zone)

★ **Clean Energy Vehicle Test Rides**

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

TOPICS

Applause, Applause, Applause:
Professionals Go All Out to Entertain the Kids

"Traffic Moral Saver Anzenger" Show



The seats are packed with children and young parents, and there are another 10 or 20 rows of people standing behind them with their eyes avidly fixed on the stage. The "Traffic Moral Saver Anzenger" show is about to reach its climax. And this is the Motor Show, you say? Hard to believe.

The story involves a group of villains who fiendishly plot to disrupt traffic. They are stopped by our hero, Dai-anzen Man ("Super Safety Man") and his 3 assistants, the Signaladies ("Signal Ladies"). Filled with thrilling action scenes and superb sound effects, the show had the kids on the edge of their seats, applauding enthusiastically as Dai-anzen Man foiled the plot. (Pssst! Mom and Dad enjoyed it too!) (The show takes place on Saturdays, Sundays and holidays at the Festival Park.) After the show it was time for the children to learn the "Safety Exercise."

They divided into two groups upstage and downstage, and stickers were given to those who completed the routine, another great treat for the kids.

The show's action scenes are exciting enough to draw adults into the story as well, and they should be. They were created by Tatsumi Nikamoto, who also directed the assassins in Director Takeshi Kitano's acclaimed film, "Zatoichi." "The adults are putting everything into their performance, and that helps children to understand the need for traffic safety," he commented.

Visitors for October 26 **145,000**

Attendance to date **314,500**

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