

# Tokyo Motor Show

## No.19

Tokyo Motor Show News

OCTOBER 29, 2003

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JAMA



On Tuesday the 28th, it rained from the morning and continued throughout the day, but visitor turnout was still solid. There were many older businesspeople in the crowd. The Japanese Red Cross has a Blood Drive and Bone Marrow Bank Corner at the Central first-aid station (south side of the North Hall) and a large number of people took the time to give blood and register with the bone marrow bank. The staff was delighted, remarking: "We get more people at the Tokyo Motor Show than anywhere else."



## "Thinking Freely; Liberating Technology"

Honda's new challenge begins with the new Odyssey



# HONDA

"We need to get back to being more like Honda" was the first thing that Takeo Fukui said when he was appointed president of the company in June. Honda's global slogan for the show is "The Power of Dreams," and it is bringing its essential "Honda-ness" to the fore with a number of unique concept models based on "Thinking Freely" and "Liberating Technology."



"Welcome to the Honda booth," says the humanoid robot "Asimo," taking his place with the guides at the front information counter. "Asimo" is already well versed in

manners and etiquette, having gained international diplomatic experience at a dinner reception in Prague during Prime Minister Koizumi's recent visit to Europe. He will be working for the entire show, without a single break.

# HONDA

The Honda booth is located in the West Hall. It has 21 cars on display, including 4 reference vehicles. Honda divides its booth into four areas: "New Odyssey/ASM Zone," "Concept Vehicle Zone," "Advanced Technology Zone," and "Motor Sports Zone." The big draw is the "New Odyssey/ASM Stage," where visitors flocked to see the "ASM" concept model, a large, new eight-seater for which Honda announced special Tokyo Motor Show specs just before the show opened. The "New Odyssey" is one of Honda's strongest offerings, embodying many of its most innovative technologies like low-floor platforms. President Fukui is ecstatic: "We received more than 10,000 advance orders in the first two weeks after the announcement (October 17th)." Many visitors to the booth took the time to compare body sizes, try out the seats and check out interior comfort and spaciousness. Honda plans to launch a new luxury minivan based on the "ASM" next spring, and the car shows signs of being as big a hit as the "New Odyssey."



The "HSC" midship sports concept car.



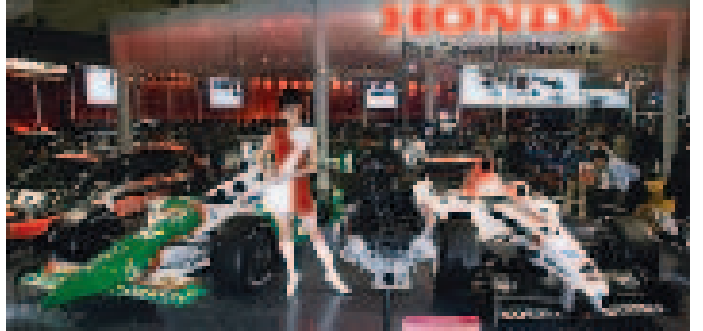
The sporty "IMAS" hybrid "drives like the wind."



The "ASM" brings a luxury passenger car feel to minivans.



The "KIWAMI," a fuel cell vehicle, is a new dimension in premium sedans.



Racer Takuma Sato adds to the excitement of the "Motor Sports Stage."



The "Advanced Technology Stage" crystallizes Honda's technology innovations.

## Near-future Premium Sedan

The "Concept Vehicle Zone" is much more technically oriented, focusing on cars of the future that will combine free thinking with innovative technology.

"KIWAMI" uses a fuel cell developed by Honda, the first company in the world to commercialize a fuel cell vehicle, and is designed as a near-future premium sedan. It has a unique form comparing to other fuel cell vehicles, with a low body height and low floor. This, Honda says, is what cars will look like as fuel cells become more compact.

"IMAS" is the next generation in sports cars and uses the "IMA" hybrid system found on Honda's "Insight." Weighing in at a lightweight 700 kg with an extremely low aerodynamic resistance value (CD value) of 0.20, this car combines sporty driving with fuel economy in excess of 40 km to the liter. Another popular exhibit in this stage is the "HSC" midship sports concept car, which young people have been particularly eager to view.

The Honda booth contains more than just concept cars. The "Advanced Technology Zone" displays the company's latest pre-collision safety technology, pedestrian protection technology, fuel cell vehicles and environmental technology. In the "Motor Sports Zone" are Honda's F-1 cars and "InterNavi" systems.

## Competing on Design, Color and Taste

## Import exhibits



### Compact Models and Unique MPVs

Fiat

The Fiat Auto booth has three compact models on display. Of particular interest is the "Multipla," with a unique design that allows seating for six with only two rows of seats. The new "Punto" is also making its first appearance in Japan.

The new Fiat designs feature a more subdued front mask, while the compact hatchback bodies have become slightly larger too.

The bright, "Italian yellow" "Punto HGT" comes in a 1.7 liter, 5MT sports version and a 1.2 liter AT "Punto Emotion Speedgear" standard model. Both are reference exhibits but are likely to be launched in the market.



The new front mask of the "Punto HGT."



### Everything from Concept Sports Cars to Saloons

Alfa Romeo

Alfa Romeo has a very ambitious exhibit that occupies the largest section of the Fiat Auto corner. Among the nine vehicles on display are four reference exhibits making their first appearance in Japan: the "8c Competizione" concept car, the "Alfa GT" designed by Bertone Styling Centre, and the "Alfa 166 3.0 V6 24V Sportronic" and "Alfa 147 2.0 TS," both scheduled for market launch.

The "8c Competizione" has a slightly retro image, fusing elegance and sportiness in a way that gets right to the heart of Italian design. With a V8 4.2 liter engine, it packs more than 400 horsepower.



The "8c" heralds the return of the circuit-dominating FR Alpha.

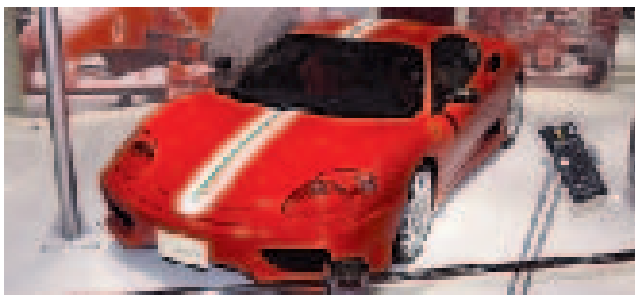


### The Joy of the Pure Sports Car

Ferrari

The Ferrari booth has four pure sports cars, including the much talked-about "575M Maranello F1" and "360 F1 Spider," as well as two reference exhibits that have wowed the crowds in Tokyo, the "Ferrari Challenge Stradale" and "Enzo Ferrari."

The "Challenge Stradale" stands out with its bright red body and Italian flag-motif stripe. An extremely lightweight version of the "360," this is an on-road sports car that allows drivers to experience the full potential of racing machines.



The "Challenge Stradale" brings race car potential to the road.



### Impressive New Models

Maserati

The Maserati booth features the new "Quattroporte," an unusual luxury sports saloon. The "Pininfarina" design gives it an extremely modern image that will establish the car as the flagship for Maserati, already one of the most respected race car companies in the world.



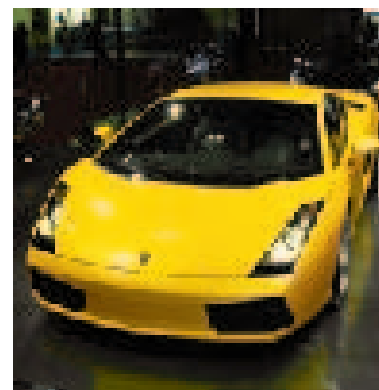
The "Quattroporte" it is capable of speeds up to 275 km/h.



### Two Models, Strong Impact

Lamborghini

Lamborghini is known for its sharp, distinctive silhouette. On display at the Tokyo Motor Show are the "Murcielago" and the "Gallardo," both cars that leave an impact on the senses. The "Gallardo" is making its first appearance in Japan, and it comes with a V10 5 liter engine. Though more compact than the V-12 6.2 liter "Murcielago," it uses the same midship 4WD mechanism.



The compact-sized "Gallardo."

## Toward Standardization of Electronic Data Interchange (EDI) in the Automotive Industry



### ◆Speakers and themes

- Yoshikazu Shiozawa** (Toyota Motor Corp.) "EDI Standardization in the Automotive Industry"  
**Syuichi Kinoshita** (Nissan Motor Co., Ltd.) "Case Examples of EDI Standard Implementation: Automobile Manufacturers"  
**Susumu Morita** (Calsonic Kansei Corp.) "Case Examples of EDI Standard Implementation: Parts Manufacturers"  
**Katsushi Terao** (Honda Motor Co., Ltd.) "The Future of Standardization"  
**MC Atsufumi Kaneko** (Nissan Motor Co., Ltd.)

The automotive industry is working towards international standardization of "EDI" systems. "EDI" uses networks to exchange electronic information between automakers and parts suppliers rather than relying on telephones and faxes to communicate orders, shipping, receipt, invoices, payments, and other information.

EDI standardization will lead to the centralization of EDI networks and messages for the automotive industry (the building of JNX), which is expected to improve efficiency and reduce costs.

The Symposium discussed the primary motivation for standardization: the need to pursue higher efficiency that would benefit the industry as a whole. It then went on to look at examples of EDI implementation, examined their effects and the challenges that remain. Speakers explained that future direction for EDI standardization would be towards globalization and expansion into related areas like materials and resources.

The hall was full of representatives from automakers and parts companies, attentively taking notes.



Yoshikazu Shiozawa

## Traffic Accidents and Emergency Medicine



- Panelists** **Kazuhiro Sekine** (Noda City Fire Department, Chiba)  
**Hideyuki Ohashi** (Institute for Traffic Accident Research and Data Analysis)  
**Yasushi Miyake** (Showa University, Faculty of Medicine)  
**Hisashi Matsumoto** (Chiba Hokuso Hospital Nippon Medical School)  
**MC Toru Ariga** (Showa University, Faculty of Medicine)

"We need to publicize the emergency medical centers more" (Miyake)

**Sekine:** It is estimated that about 40% of those who die in traffic accidents could be saved if they were properly treated and taken to the hospital. People need to call 119 as well as 110.

**Ohashi:** A lot of injuries are caused by improper use of seat belts and air bags. We need to use seat belts correctly because accidents do happen. We also need to concentrate on driving.

**Miyake:** Light injuries can be treated by general practitioners. If you hit your head or feel nauseous, you need to go to a general hospital. If the injury is potentially life-threatening, you need to go to an emergency medical center. Unfortunately, not enough people know about emergency medical centers. The government needs to recognize the medical centers even more.

**Matsumoto:** Even if first-aid goes well, people still need to be transported to an appropriate hospital. Survival rates depend on age, consciousness and breathing status, but hospitals can make improvements that will increase the chances for survival.

**Ariga:** We will never completely eliminate traffic accidents. We try to avoid them, but we don't think about what to do when they occur. People from a number of different industries must cooperate in this area.



Toru Ariga

## TOPICS

### David Beckham Continues to Draw Crowds

#### Sponsorship Program

#### Tsubasa System

Want to entice crowds to your booth? Just offer them a plastic case with a picture of soccer star David Beckham on it in exchange for answering a survey. That's exactly what Tsubasa System, a participant in the sponsorship program, is doing, and the crowds keep coming. The company reportedly has a three-year commercial contract with Beckham to serve as the spokesman for its new "car makeover" business. A large photograph of Beckham also adorns the booth wall as the company tries to associate the star with its car makeovers.



Tsubasa System calls its car makeovers "Re-newcar," according to Ryo Tokutomi, Tsubasa System. It is participating in the show to spread the word to the general public. Its booth is extremely popular, not the least for the very attractive campaign girls. Results have been far better than anything the company expected.

## Today's EVENTS

### ★ Symposiums

- 14:00~16:30 **Direction of Next-Generation Low Emission Vehicle Fuel and Technology** (International Conference Room)  
 14:00~17:30 **Reducing Traffic Deaths by Half Perspectives and Insights on Safety, Peace of Mind and Self-responsibility** (Room #201)

### ★ Bay FM

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

### ★ Fiesta Mariscos

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

### ★ 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

Visitors for October 28 **75,500**

Attendance to date **474,600**

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