

# Tokyo Motor Show

# No.22

## Tokyo Motor Show News

## NOVEMBER 1, 2003

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JAMA



It was fair to partly cloudy on Friday, the 31st of October, one day before the long weekend that marks the final stretch of the Tokyo Motor Show. Though still a weekday, the main gate was crowded with young people from early morning, bringing a renewed bustle to the show. Even the performances took on more color and energy as booths competed for visitors. The BAYFM radio station covered many of the traffic safety events held at Festival Park in the West Rest Zone as part of a six-hour traffic safety special program sponsored by JAMA.

# Small Cars, - for a Big Future



The "Concept-S2" seats four comfortably in spite of its compact size.



"These cars are so cute! What a great booth!" young women could be heard crying delightedly to their boyfriends as they left the Suzuki booth in the back of the West Hall. This year's theme picks up the same thread as Suzuki's booth at last year's commercial vehicle show: "Small Cars, - for a Big Future." On display is a series of unique concept cars that achieve the fun and satisfaction of which only small cars are capable.

The "Landbreeze" compact SUV and the "S-Ride" urban commuter.

Suzuki divides its exhibit of market vehicles including the new "Wagon R" into minicars and compacts. It also organizes its concept cars by size. This, combined with the clean whiteboard floor, gives the booth a tidy image and makes it easy to view regardless of the angle.

In the area next to the wall, Suzuki uses four stages to present its concept cars. The first to catch your eye is the "CONCEPT-S2" convertible with its bright yellow body. The car is a convertible version of the highly-regarded "CONCEPT-S" series which debuted at the 2002 Paris Motor Show. Its 1.6 liter DOHC engine and six-speed transmission make this a full-fledged sports car with enough room to seat four people. It also comes with a newly developed "3-piece electrically rotating/retracting roof," that divides the roof into front, back and rear window, and uses an electric motor to rotate the parts and retract them into the rear trunk space. With the "CONCEPT-S2" Suzuki has produced a fun-to-drive four-seater compact.

## Fashion, Fuel Cells and Fun

The stage near the central aisle displays two very cute vehicles, the "S-RIDE" and the "LANDBREEZE." The "S-RIDE" combines motorcycle-like driving enjoyment with the practicality of an automobile. Suzuki bills it as an "urban commuter," giving it two seats, front and back, in a minicar size that is perfect for urban transportation. The "Landbreeze" is a compact SUV built with environment-friendly materials such as easily-recycled aluminum and tires made entirely of natural resources not based on petro-



"Mobile Terrace" shows the future of fuel cell vehicles.



leum Popular with the ladies is the fashionable "Twin My Style," a one-seater based on the "Twin" minicar. The "Mobile Terrace" represents the future of Suzuki fuel cell vehicles, packing a generous three rows of seats into a compact, four-meter body. Suzuki also shows its minicar-sized fuel cell vehicle, which it developed in collaboration with partner GM. The car is notable for the compactness it has achieved in the fuel cell unit.



"MR wagon FCV" brings fuel cell technology to minicars.

## TOPICS

### Kids Corner delights the Motor Fans of the Future

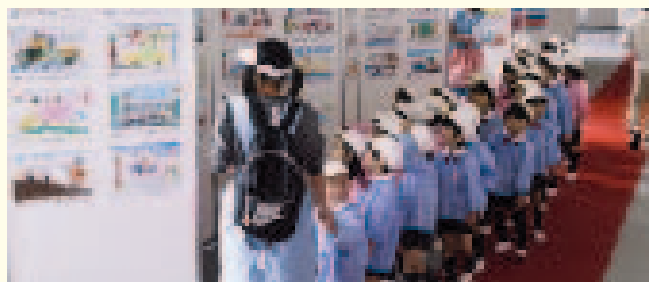
"Kids Corner" is located on the second floor of the North Hall. Covered wall-to-wall with soft mats, the area has been set aside for children from toddler up to early elementary school age. Here, they have a wide, open space where they can run, jump and enjoy themselves. This is definitely a heaven for kids.



#### Children's art exhibit

"We're from the Kozakura Kindergarten!"

Next to the Tomy booth on the second floor of the North Hall is an exhibit of 3,625 crayon drawings by children at 57 Chiba city kindergartens. Children were asked to draw pictures on themes like "Going by car! A fond memory of car travel." A steady stream of families comes through, and many kindergartens visit in groups. When we asked one group their name, and they all replied in a single, energetic voice, "We're from the Kozakura Kindergarten!" The teacher, Ms. Fujisaki, explained how happy they were to be able to see the cars. The Children's Art Exhibit seems to have established itself as a tradition at the Tokyo Motor Show.



#### Infant / Child Care Center

The Infant/Child Care Center is the centerpiece of Kids Corner. It offers babysitting services for preschool children from 3 to 6 years of age who are not enrolled in school, and also has facilities for nursing, changing and naps. As you would expect, it is full of young parents and their children. The babysitting service requires prior application and is available for up to 2 hours per child. On the weekends, the center rapidly fills up with more than a hundred customers, keeping the staff incredibly busy. All of the other facilities are free.

"More people have learned about the center over the past few years," explains a staff member, "They are making better use of it too."





## Innovative Technology, Futuristic Design

General Motors

General Motors is the largest car companies in the world, and its booth displays five of its brands: Cadillac, Chevrolet, Opel, Saab and Hummer. The exhibit is designed to emphasize the distinctiveness of each brand while also underscoring the breadth of the GM group as a whole. In the center is the "GM Time Zone," where the company shows its environment technologies and future-oriented vehicles, including the "Hy-Wire" concept car and the "Hydrogen 3" fuel cell vehicle.

The "Hy-Wire" uses "By-wire technology" to provide electronic control over operations. It is powered by a fuel cell that, together with the drive train, is stored on a skateboard-like chassis. This combination lets designers create a number of different body forms while still maintaining roomy interiors.

Topping the brand exhibits is the "Cadillac Sixteen," an awe-inspiring car that, as its name suggests, comes with a V16, a 13.6 liter engine that puts out 1,000 horsepower. The cylinder system is able to switch between 4, 8 and 16 cylinders depending on driving conditions. Also in the Cadillac corner are commercial vehicles such as the dynamically designed "XLR" roadster and the new "SRX" SUV.

Chevrolet features the "Epica," which was designed by Giorgetto Giugiaro and the famed Ital design team in Italy. The brand also displays the "Optra," a Pininfarina design that is scheduled to be launched on the Japanese market. Hummer gives visitors the chance to see its "Hummer H2" off-road vehicle up close, proudly displaying its full impact.



"Hy-Wire" uses fuel cell and "By-wire" technology.



"Sixteen" has a gullwing bonnet.



## German Handling in a New Design

Opel

Opel's yellow image color stands out brightly against the GM blue background. The "Insignia" makes a particularly strong impression, as does the concept car, based on the new "Astra." This is more than just another luxury sedan. With a V8, 344 horsepower engine, this dynamo can reach speeds of up to 250 km/h. It even offers drivers multifunctionality by including a rear gate and a rear seat with Opel's unique pantograph-structure doors and tailgate. The dynamic design and proportions give it a striking styling that goes right to the core of the Opel brand.

Also in the Opel corner is the third generation of "Astra." While looking backwards towards traditional hatchbacks, the new version has Opel's trademark "V-shaped radiator grill," and has an interactive driving system on board to give it a sportier flavor.



"Insignia" is a new style of luxury sedan.



## Flagship Models for All Grades

Saab

"Contemporary Scandinavian" is the concept underlying the three sedately elegant Saab models on display. The "9-3 Sports-Hatch Concept" heads the list, followed by the "9-3 Convertible Aero" and the "9-5 Estate Aero." While keeping the traditional five-door Saab design, the "9-3 Sports-Hatch Concept" is an ambitious midsized wagon that clearly has market launch in mind. The 2.0 liter turbocharged engine has a maximum 250 horsepower, enough to satisfy the most active drivers. It also uses Saab's proprietary multilink rear suspension that comes with a "ReAxs" passive rear-wheel steering system to increase cornering per-



The "9-3 Sports-Hatch Concept" is a multifunction wagon.

## 42 V Power Net Brings Greater Environment-friendliness and Comfort (October 30)



### ◆Keynote Address

John G. Kassakian (Massachusetts Institute of Technology)

### ◆Speakers

- Takeshi Tachibana (Toyota Motor Corporation)
- Sadafumi Ikeda (Nissan Motor Co., Ltd.)
- Takayoshi Chikada (Stanley Electric Co.,Ltd.)
- Yasuyuki Komatsu (Honda R&D Co., Ltd. Tochigi R&D Center)
- Kunihiro Abe (Fuji Heavy Industries Ltd.)
- Keiichi Mashino (Hitachi, Ltd., Automotive Systems)
- Kazuyuki Shiraki (AutoNetworks Technologies, Ltd.)
- Hiroyuki Jimbo (Matsushita Battery Industrial Co., Ltd.)
- Balarama V. Murty (General Motors Corporation)
- Norman Traub (SAE International)
- Peter Miller (Ricardo PLC)

### ◆MC

Tatsuo Teratani  
(Project General Manager, R&D Management Div.)



Takeshi Tachibana

### Enthusiasm for 42V

The Symposium was attended by "42V" specialists from around the world who discussed implementation plans in Japan, North America and Europe. The Toyota "Crown" and Nissan "e-4WD" were used as examples of mass-market 42V vehicles. GM also announced its implementation plans. Following this were a number of presentations on Japanese 42V systems and component technologies. The symposium reconfirmed the progress that is being made on 42V as cars become more electrified and require higher voltages.

## Environmental Issues and Efforts in Asia (October 30)



### ◆Speakers

- Toshio Obi  
(Professor, Graduate School, Waseda University)
- Takeshi Hara  
(Graduate School of Asia-Pacific Studies)
- Prof. Zhu Tan  
(Dean, College of Environ. Sciences & Engineering, Nankai University (China))
- Chatchai Ratanachai Ph.D.  
(Dean, Faculty of Environmental Management, Prince of Songkla University)
- Antonio J. Alcantara, Ph.D.  
(Dean / Professor, School of Environmental Science and Management, University of the Philippines Los Banos)
- Muhamad Awang, FASc, JSM, PH.D  
(Ecophysiological Professor, Universiti Putra Malaysia)

In his keynote speech, Obi discussed "common environmental issues in Asia," providing the audience with an introduction to the JAMA and JAPIA assistance programs in which experts are sent into the field in Asia. Hara spoke on the improvements that have been made in the environment in Japan thanks to efforts to meet European and American standards.

Other presentations focused on efforts in specific countries. Thai-

land noted that private organizations were more active in this area than government. Malaysia is establishing a legal framework. In the Philippines, the problems caused by environmental issues have become a major theme. In China, efforts are being made to strengthen emissions regulations and move to international standards.

The panel discussion elicited many valuable comments. Thailand spoke to "the need to correct the bias in the benefits of motorization." China emphasized that environmental problems were global problems. Malaysia noted the need to learn from Japan about ways to solve traffic congestion. Hara pointed to the incentives that are offered for using public transportation and environment-friendly products, and also recommended urban decentralization. Obi summed up by saying, "Environmental issues know no borders. Japan and Asia need to continue dialogue on these issues."



Toshio Obi

## TOPICS

### "Challenge & Change" Even for Model Cars Tomy



The Tomy exhibit is next to the Kids Corner on the second floor of the North Hall. As always, lines are long to buy the limited edition "37th Tokyo Motor Show Commemorative Models." The series of nine cars includes the Daihatsu Copen. Visitors are absorbed in examination of the purchase list. Tomy's "Challenge & Change" comes even to miniatures. The company is using IC chips to make its "Tomica" miniature cars play melodies.

## Today's EVENTS

### ★ Police Motorcycle Demonstrations

- 12:00~12:30 1st. demo
  - 14:00~14:30 2nd. demo
- Festival Park (West Rest Zone)

### ★ Symposiums

- 13:30~15:00 **The appeal and romance of the motorcycle**  
(International Conference Room)
- 14:00~15:30 **Vehicles and Taxation 2003**  
(Room #201)

### ★ "Traffic Moral Saver Anzenger" show

- 13:00~13:30
  - 15:00~15:30
  - 16:00~16:30
- Festival Park (West Rest Zone)

### ★ Clean Energy Vehicle Test Rides

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

Visitors for October 31 **92,500**

Attendance to date **739,500**

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