

Tokyo Motor Show

No.24

Tokyo Motor Show News
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JATMA



A fair, autumn Sunday, the Tokyo Motor Show was crowded on the 2nd as a steady stream of visitors poured into Makuhari Messe. The mild weather made the rest zones popular with families, bringing it a picnic-like atmosphere. The "Traffic Moral Saver Anzenger" show in Festival Park was again a big draw. Next door, people crowded to see the Police Motorcycle Demonstrations provided by the Chiba Prefectural Police.

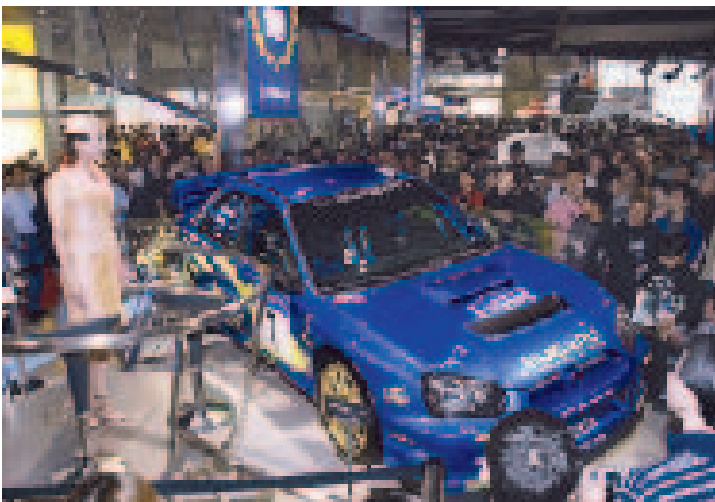
"Think. Feel. Drive."



The new "LEGACY" greets visitors to the Subaru booth.



The "Blue Cocoon," a blue screen cover over the booth, gives the Subaru exhibit a unique flare as the company explains its vision for driving excitement. Subaru sums up its ideas in the slogan "Think. Feel. Drive." Inside the Cocoon, the company shows off a number of new design concepts and perspectives.



The "IMPREZA" scored an overall victory in the 12th WRC Tour de Corse.

During the press briefing, President and CEO Kyoji Takenaka announced that Subaru had completely revamped its motor show exhibit in honor of its 50th anniversary. The brand message is "Think. Feel. Drive." For the past several years, the Subaru booth had concentrated on market models and study models derived from them, but this year the exhibit is communicating the directions that the Subaru brand will take in the future. Displays have been reoriented towards attractive concept models loaded with new technologies.

Exciting Concept Models

The focus of interest at the Subaru booth is the "B9 SCRAMBLER," a concept car with a proprietary hybrid system. It can be found on the main stage at the front. The airplane-like design is innovative in its own right, and the "SSHEV" hybrid system at the heart of the vehicle offers something different from conventional parallel hybrids. Rather than using the motor and the engine at the same time, as parallel systems do, Subaru has instead gone with a "Series Hybrid" in which the electric motor runs the vehicle in the low and medium speed range while the engine is only used to generate electricity until higher speeds are reached. Motors generally offer good acceleration up to about 80 km/h. After that they begin to flag, and that is when Subaru's horizontally opposed engine takes over and provides the vehicle with power directly. The drive mechanism for the car is Subaru's trademark 4WD.

Another concept car on display is the "R1e," an electric vehicle with an overall length even shorter than Japanese ultracompacts. The finely-detailed finish adds some attraction to this "minimal car" design, and makes it clear that Subaru wants to break away from the traditional small car image.

Other highlights in the Subaru booth include the technology corner, where the newly developed horizontally opposed engine and the WRC (World Rally Championships) exhibit can be seen. The company has also brought driving simulators to allow visitors to experience sports driving in a virtual environment. The new emphasis on entertainment adds to the overall freshness and excitement of the booth.



The innovatively-designed, airplane-like "B9 SCRAMBLER."



The "R1e" remakes the image of the small car.



A cutaway model and the new horizontally opposed engine in the technology corner.

TOPICS

"Priority Seats" Filled to Capacity



The "Priority Seats" around the show see a lot of use, not just by the elderly and disabled, but by parents with children and a wide variety of others who for one reason or another need a convenient place to rest. In fact, they are something of a "hit"—there are rarely any vacancies. We talked with Mie Kato of Nagoya, who was relaxing with her baby. "I have a child, so I'm really grateful for the seats," she said. An elderly couple told us, "It gives us a bit of peace of mind to know that there's always some place we can sit down."

TOPICS

Garbage Cut in Half! Greater Awareness Makes a Difference

You won't see much garbage at this show. Very few visitors seem to toss away the catalogs and pamphlets they have been given, and the numbers support this. As of October 31st, the show had produced a total of 59 tons of burnable garbage, only 52% of the 115 tons produced by the last (35th) show, or roughly a reduction by half. Ito of Chiba-Ken Bui-Maintenance Co., the company responsible for waste management, compiled the statistics. "Most of the garbage comes from boxed lunches and their wrappings, and people are good about putting them in the waste bins," he says. A clean venue is the minimum requirement to be taken seriously for an "international" motor show. The Tokyo Motor Show has a cleaning staff of 70-80 on weekdays and around 150 on weekends to make sure that garbage is collected.



Combining "Tradition" with "Innovation" to Create New Genres

Import exhibits



Just one Vehicle is Enough to Achieve Presence

Rolls-Royce

The Rolls-Royce booth is located in the Center Hall, and the "Rolls-Royce PHANTOM" on display gives it a striking presence. The car was first launched in January and started to sell in Japan from November. The aluminum space frame reduces weight and improves rigidity, while the V12, 6.75 liter engine delivers 460 horsepower. The engine's high torque in the low-revolution range gives it the quietness and acceleration required by luxury vehicles. Meanwhile, the interior features specially-dyed leather made from exclusively-raised bulls, and the rear-hinged coach doors add to the elegance and refinement. But what really elicits the gasps from visitors is the ¥42.32 million price tag (two-tone color, two-passenger rear seat specification).



The Rolls-Royce "PHANTOM," a precision, hand-crafted car.



Always There for the Japanese Market

Hyundai

Hyundai, with its slogan of "Always there for you," is making rapid inroads on markets around the world. Its ambitious exhibit at the Tokyo Motor Show focuses on the "NEOS-II" reference model and the "CCS."

The "NEOS-II" is making its world debut. Hyundai calls it a "Crossover Utility Vehicle" (CUV) that represents a new genre for the future. The original design and bold styling is inspired by "powerful horse." Indeed, the front and rear fenders look like sleek equestrian legs. With a total length of 3,850 mm and a total width of 1,775 mm, this compact car offers both elegance and front seat-priority 2+2 space.



The "NEOS-II" CUV could be launched in 2005.



Marketing to Japan

Kia

Visitors are crowded around in a circle at the Kia booth, and at the center of attention is the "KCV-3" concept car. This small, convertible coupe charts the future for Kia design, bringing new functionality and safety to the company's "young, sporty and friendly" brand image.

The "KCV-3" is an original Kia design that is manufactured by Heuliez in Paris and targeting people in their twenties and thirties who want something with a European flavor. Kia emphasizes its affiliation with the Hyundai Group, and many visitors are encouraging the company to launch the car as soon as possible on the Japanese market.



The "KCV-3" gives Japan a taste of the Kia brand.



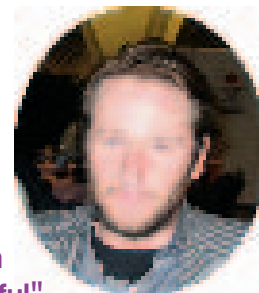
Get your Electronic Tickets from Anywhere

Ticket Pia

The Tokyo Motor Show has introduced an electronic ticket service that enables visitors to purchase their tickets anywhere. All it takes is a computer or a mobile phone connected to the Internet and logged onto Ticket Pia's "@Pia" web site. The tickets are stored in a digital security pocket that can be downloaded to a mobile phone. As the visitor enters the show, the phone makes an infrared connection with the digital gate and a receipt (which serves as a ticket) is printed out. The service works with selected mobile phone carriers only, but it is something to try out!



Dan Ross
Publisher/Editor in Chief,
Intersection (UK)



"The conversation between concept cars is wonderful"

This is the first time I have covered the Tokyo Motor Show. The Frankfurt show is so large that you get tired, but the Tokyo show is laid out really well so it is easy to walk around. I like the elements of showmanship too. The concept cars are particularly good. It seems like the concept cars on display are having a conversation as each asserts for its own merits. I've been interested in Japanese automobiles for some time, and I have a really good impression now from seeing them up close. I do think it would be better if the venue were closer to central Tokyo though.

Vehicles and Taxation 2003

(November 1)

Symposiums

◆Coordinator

Naotsugu Mihori (Writer)

◆Facilitator

Yoshiko Oyama

◆Panelists

Ukyo Katayama (Racing Driver)

Terry Ito (Director)

Hirotochi Hayashi (JAF Board of Directors, Public Affairs Dept.)

"Do you know how much Japanese vehicle taxes are?" was the question posed by this symposium. As it turns out, anywhere from a double to eight times the taxes paid in European and North American countries. The audience was given an easy-to-understand explanation of the tax issues involved. Hayashi, as a prominent member of the automotive industry, explained, "Japan levies a total of nine different automobile-related taxes at each and every stage from acquisition to ownership to operation. What's more, you are doubly taxed at purchase because you pay consumption tax in addition to automobile acquisition tax."

Katayama expressed shock at "how complex and confusing the



Naotsugu Mihori



Ukyo Katayama



Terry Ito

tax system is." Ito, himself a car lover who owns 6 vehicles, commented, "When I buy a car, I go to the dealership several times, pushing and negotiating for a ¥50,000 or ¥30,000 discount, no matter how embarrassing it is. But to be honest, I've never even thought about the taxes involved." He went on to say, "We Japanese are too nice about things. Now that we understand the irrationalities involved, we need to take every opportunity to work for a leaner tax system. We drivers need to stand up to this." As he urged this to the standing-room-only audience they responded with cheers and applause.

New Safety Technologies for the Elderly

(October 24)

Symposiums

Part 1

◆Keynote Address

"Recent Trends in Safety Technology"

Kenji Wani (Road Transport Bureau, Ministry of Land, Infrastructure and Transport)

Part 2

◆Speakers

"Accident Analysis Results"

Sadao Horino (Faculty of Engineering, Kanagawa University)

"Behavior Patterns of the Elderly"

Mitsuo Mizobata (Research Group of Human Care, Tokyo Metropolitan Institute of Gerontology)

"Physical Characteristics of the Elderly"

Masataka Sakane (Clinical Medicine, University of Tsukuba)

◆Panelists

Tomoko Inukai (Social Critic)

Toshimi Yamanoi (Safety Subcommittee, JAMA)

Tsuyoshi Koba (Drivers License Division, Transport Bureau, National Police Agency)

Kazunori Iwakoshi (JAFMATE Co., Ltd.)

During Part 1, Wani of the Ministry of Land, Infrastructure and Transport explained recent safety trends, focusing on "basic concepts," "safety measures that resulted in the introduction of new standards," and "directions for future safety studies."

In Part 2, Horino reported "a significant rise in accidents involving elderly people 65 years of age or older." He noted that "and there are special characteristics that distinguish accidents involving the elderly" and recommended that specific measures be taken for them. His remarks were followed by Mizobata, who said, "The elderly have diminished recognition and judgment capacity, and this will be the key point to any future vehicle safety and driver education programs." Sakane spoke from the perspective of biomechanics, urging care because "people lose bone mass as they age, which makes it easier to break bones from a fall." The session then expanded into a discussion involving Inukai, Yamanoi, Koba and Iwakoshi.



Sadao Horino

Today's EVENTS

★ Police Motorcycle Demonstrations

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

★ "Traffic Moral Saver Anzenger" show

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

★ Clean Energy Vehicle Test Rides

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

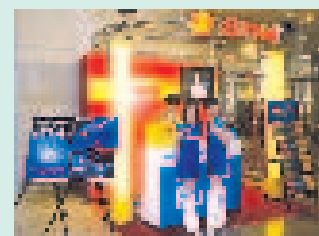
TOPICS

Survey Draws Crowds

Sponsorship program
Showa Shell Sekiyu

At just about the middle of the Central Mall, campaign girls decked out in blue costumes give visitors both pamphlets and smiles. They represent Showa Shell Sekiyu who is making its first appearance at the Tokyo Motor Show to "spread the corporate image."

The company wants to publicize "Shell Pura," a revolutionary high octane gasoline that cleans the engine, and the Shell Starlex Card that was completely reworked in October and provides discounts on gasoline among other perks. On Saturdays, Sundays and holidays, the company offers original merchandise in exchange for filling out a survey, and this has brought crowds to its booth.



Visitors for November 2 **206,800**

Attendance to date **1,093,900**

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