

The 38th

# TOKYO MOTOR SHOW

Commercial & Barrier-free Vehicles

2004



## News Vol. 1 November 3, 2004



### Environment- and Human-Friendly Show Features "Hands-On, Audience-Participation" Events

The 38th Tokyo Motor Show, sponsored by the Japan Automobile Manufacturers Association, opened its doors at Makuhari Messe in Chiba Prefecture on Tuesday, November 2. Exhibition to the general public begins on the 3rd, and the show will run for a total of 6 days until Sunday, November 7. The show is sub-titled "Commercial and Barrier-Free Vehicles," and the exhibits focus on the commercial and barrier-free vehicles that support human life together with new technologies that make automobiles safer and more friendly to the environment and to people. This year's show was given a facelift to create a "general commercial vehicles show" that appeals to families as well as business customers with symposiums of various themes and fun events, continuing with the "hands-on, audience-participation" orientation of last year.



### Gala "Opening Ceremony" Attended by 650 Dignitaries

The Opening Ceremony began at 12:30 on November 2 in the Convention Hall on the 2nd floor of the International Conference Hall. The ceremony started with a video covering a half century of Tokyo Motor Show history, followed by the entrance of H.I.H Princess Yohko, who attended on behalf of H.I.H. Prince Tomohito of Mikasa. Some 650 dignitaries attended, including key figures in politics, government, business and the automotive industry. JAMA Chairman Itaru Koeda spoke on behalf of the organizers, discussing the theme for this year's show, "Vehicles for people. Vehicles as partner." and the role of vehicles as a reliable partner in the creation of the future. "I hope you will be able to see the working vehicles and barrier-free vehicles that are evolving day by day and the germs of advanced technology that support them," he told the audience. The ceremony also heard greetings from Mr. Shoichi Nakagawa, Minister of Economy, Trade and Industry (read on his behalf), Mr. Kazuo Kitagawa, Minister of Land, Infrastructure and Transport (read on his behalf), and Ms. Akiko Domoto, Governor of Chiba. Vice-Chair-

man Fujio Cho then declared the show officially open. This was followed by a fanfare and a tape-cutting ceremony with H.I.H. Princess Yohko. The Opening Ceremony concluded at 1:00 PM. Chairman Koeda then guided Her Imperial Highness around the show for approximately an hour. She was particularly interested in environmental and safety technologies for working vehicles and the rapid progress being made in barrier-free vehicles for the physically-challenged and elderly.



# First Trade Day in History of Show; Venue Format Emphasizes Visitor Hospitality

The main passageway along the center of the show venue has been expanded from 9 to 12 meters and lined with benches and potted plants to create more rest space. On the operations side, the show has an "Infant and Child Service Center," and volunteers are on hand to help visitors in wheelchairs. Add to this the free admission for elementary school children and under, and the show has become much friendlier to family visitors. November 2nd was Press Day and Special Guest Day, but from noon also became "Trade Day." A large number of business users took advantage of the opportunity to consult with suppliers and purchasers.

## ◆ Vehicles on exhibit feature "environment-friendliness," "safety" and "partnership":

### Barrier-free vehicles provide "freedom of movement"

The show has a large number of environment-friendly trucks that pass the "New Long-Term" emissions regulations that will go into effect in 2005. Exhibitors are also emphasizing safety with displays of their latest technologies. Popular with the general public are the futuristic "ITS cars," the "moving shops" and other "idea vehicles" that show how commercial vehicles can bring more enjoyment to life. As Japan's demographics continue to age, automakers are moving actively into "barrier-free vehicles" that allow the handicapped to participate fully in society. One of the impressions one gets from the show is that these vehicles will soon be necessary means of transportation for ordinary families. Below are the highlights for each of the major themes.

### East Hall

Nissan: "The Best Partner, Nissan." Lifecare vehicles that bring the joy of "going out" to everyone.

Nissan Diesel: Vehicles that demonstrate how fuel-economy and environmental concerns are being met. Also, urea SCR systems and direct-injection CNG engines.

Isuzu: "Professional Partner." State-of-the-art environment-friendly diesel engines, engines that meet the New Long-Term Emissions Regulations, barrier-free vehicles, and the "Mimamori-kun" online safety service of telematics.

Mitsubishi Motors: Barrier-free vehicles and others.

Mitsubishi Fuso Truck and Bus: Panels that explain the company's commitment to quality and the reforms taking place in its corporate culture, large trucks that pass the New Long-Term Regulations, compact hybrid trucks, and pedestrian recognition systems.

DaimlerChrysler: Commercial vehicles, Actros and Transponder T1N.

Volvo Truck: Volvo FH12 tractor.

### Central Hall

Toyota: "Ecology & Emotion." A wide range of exciting uses of vehicles and environmental technologies for both business and leisure customers. Introduction to the company's efforts to create vehicles better attuned to social demands. Concept models, safety and environmental technologies.

Daihatsu: "Wonderful Small Vehicles, the Future Form." The next generation in concept cars for the commercial minivehicles, automated barrier-free vehicles, hybrid vehicles.

Hino: "Safety Frontrunner." and Environmental Frontrunner" Large non-step bus that meets New Long-Term Regulations, concept model of small barrier-free bus for senior citizens, safety and environment technologies.

### West Hall

Honda: "Lively Motoring for Each and Every One of Us." Premium barrier-free vehicles, pickup vans, new-concept trucks, hands-on displays of futuristic technology.

Mazda: "Sharing Zoom-Zoom." Technologies that are friendly to the environment and reduce the operational load on drivers. New environmental technologies like the "Renesis" hydrogen rotary engine, diesel engines, safety technology, advanced driver support technologies.

Suzuki: "Small Cars for a Big Future." Exporting new potentials for commercial minivehicles. Barrier-free vehicles that reduce the load when people who do not have use of their legs get in and out of the passenger seat.

Fuji Heavy: "Open All Roads: Vehicles for Broadening Opportunities and Enriching Life." Introduction to Subaru barrier-free vehicle models. Subaru ride simulations for those without use of their lower limbs.

## ◆ More World Premiers and Japan Premiers

Exhibits come from 6 countries, 111 companies, 1 government and 1 organization. A total of 206 vehicles are on display (commercial: 136; barrier-free: 56; other categories: 14). Among the most talked-about exhibits are the 53 "premiers," some 38 of which are World Premiers and 15 Japan Premiers. The parts division has also outdone itself with 30 World Premiers, 25 Japan Premiers, and a wide range of concept cars and advanced technologies.



## Approximately 800 Guests Enjoy Pleasant Conversation

Following the Opening Ceremony at approximately 14:10, the Convention Hall on the second floor of the International Conference Center was the site of a reception to celebrate the opening of the Motor Show. H.I.H. Princess Yokko attended on behalf of the Show Patron, H.I.H. Prince Tomohito of Mikasa.

This was the third commercial vehicles show since starting in 2000. At the start of the reception, JAMA Chairman Itaru Koeda said, "While this is a commercial vehicles show, we are able to serve both the general public and business users.

For 2007 we plan a general show that will have commercial vehicles, passenger cars, motorcycles and parts, and we want to use our

experiences with the commercial vehicles show as we prepare for it." His remarks give some indication of the ambitious agenda for the Tokyo Motor Show in the future.

Vice-chairman Fujio Cho led the toast, after which approximately 800 people representing automakers, embassies, and governments enjoyed pleasant conversation until the closing at 15:30.



▲About 800 guests including special guests and people from the auto industry, embassies, and governments attended. Pictured from left are JAMA Chairman, Itaru Koeda, Chiba Governor Akimoto Domoto, and Toyota Motors Honorary Chairman Shoichiro Toyoda.



### Press Center Features Advanced IT Equipment and Enhanced Services

The Press Center is the information heart of the Tokyo Motor Show. It is located on the 3rd floor of the International Conference Center and is sponsored by Bridgestone. Immediately after the opening, it was swarming with media personnel from around the world.

The center has 108 work desks, which are divided up into 8 groups. Virtually all are connected to a LAN, and from there to the Internet. Indeed, the IT facilities have expanded to keep pace with the Passenger Cars & Motorcycles show. The Center has a state-of-the-art security system to provide full

▶▲Work desks in the Press Center have LAN ports to provide a full range of IT services. By about noon, there were more than 500 users. Lounge seats provide journalists with a place to relax and talk.



protection from viruses and hacking. There are also 10 personal computers available for use.

Among the press support services this year are free deliveries of show materials, DVDs of press briefings, copying of digital photographs to CD-Rs, free drinks and film development. The room is filled with reporters and cameramen, usually hard at work writing stories and processing digital photographs as they race to report on press briefings and other information they have obtained.



◀Permanent computers include 6 Japanese Windows, 2 English Windows and 2 Macintosh models. They are used by journalists from Japan, Asia, Europe and North America to transmit their stories.



### Multi-Space Motor Café Provides Space for Breaks and Negotiations

Exhibitors have told us that they want to use the Motor Show as a place to meet with their customers and discuss business, not just exhibit their products and technologies. The "Motor Café," an open café in the center of the West Hall, answers those needs.



The café is a great place to drop in when you need to take a break. Prices are reasonable too (Photograph left). Farther inside the café are partitioned tables for business negotiations (Photograph right).



The interior features an orange theme color and wooden tables to provide a relaxing yet elegant environment. Tables near the counter are open to the public and anyone can come in for coffee, croissants, and a little bit of rest. The café also has the "Hot Spot" service so people with their own computers can connect to the Internet via wireless LAN. Farther back in the café is a space reserved for exhibitors and an area that is partitioned off for business negotiations.

# Fun and Diverse Events for Participating and Experiencing

"Special Events and Symposiums" Held by JAMA

A feature of the participatory and interactive shows are the special events sponsored by the Japan Automobile Manufacturers Association, Inc. Several events have been planned in response to the needs of our wide range of visitors, from children to businesspeople. A brief explanation of the events follows.

## ● Special Events

- \* The Commercial and Barrier-Free Vehicles Test-Ride to experience the role of vehicles in everyday life (Specially constructed course offsite)
- \* The Commercial Vehicles and Motorcycles Ride and Experience Zone (Center Hall)
- \* The Barrier-free Vehicles Park, where visitors may test-ride battery-operated vehicles for the elderly as well as wheelchairs and consult with specialists (West Hall)
- \* The Truck Stalls Market, where a variety of ethnic foods especially popular with women are available, as well as a selection of souvenirs and gifts (outdoors)
- \* The Motor Café (Business Meeting Corner) in the hall for visitors to relax or hold business meetings (West Hall)
- \* The Festival Stage, where a number of events can be enjoyed (outdoors)
- \* Anzenger Point Collecting Game for Kids (multiple spots within the venue)
- \* Picture Book Exhibit of Working Vehicles (West Hall)

For sponsor events, there is the TOMICA corner, which presents the world of miniature cars that both adults and kids can enjoy (West Hall)

There is also the "Gran Turismo 4" Test Drive Arena, where young visitors may virtually test-drive the latest cars and classic vehicles (2nd floor Central Mall / Yasuragi Mall)

## ● Symposiums

Over a period of five days, the role of vehicles will be contemplated through the discussion of universal themes with specialized content. The diverse ten themes of the symposiums to be held daily from the 3rd through the 7th are sure to capture the interest of visitors.

<b>October 3</b>
* 13:30 - International Conference Room: "Barrier-Free Vehicles for the Elderly and Disabled - Present and Future" (JAMA)
* 13:00 - Conference Room 201: "Future Environmental Challenges for Automotive Industry - Emission Control Demands are Here!" (Embassy of Sweden)
<b>October 4</b>
* 13:30 - Conference Room 201: "Next Generation Logistics System and ITS - Truck Transportation in an Age of Diversity" (JAMA)
* 13:30 - International Conference Room: "Using Your Heart to Drive! - Traffic Safety Symposium" (JAMA)
<b>October 5</b>
* 10:30 - International Conference Room: "Development of the Leading-Edge Low-Emission Vehicles in the World - Aiming for Realization of Zero Emission Commercial Vehicles" (Ministry of Land, Infrastructure and Transport)
* 14:00 - Conference Room 201 "The Challenge to Serious Accidents Caused by Trucks (Real World Accidents and the Role of Safety Measures for Vehicles) - The 5th Car Safety Symposium" (Ministry of Land, Infrastructure and Transport)
<b>October 6</b>
* 14:00 - International Conference Room: "Environment-Friendly Freight Transportation - Using Modal Shifts to Reduce the Environmental Load from Truck Transportation" (Ministry of the Environment / Environmental Restoration and Conservation Agency)
* 14:00 - Conference Room 201: "Vehicle Taxation 2004" (Automobile Taxation Reform Forum)
<b>October 7</b>
* 13:00 - International Conference Room: "End-of-Life Vehicles Recycling Law - Car Owners' Responsibilities" (Ministry of Economy, Trade, and Industry / Ministry of the Environment / Japan Automobile Recycling Promotion Center)
* 15:00 - Conference Room 201: "Challenge to Global Warming - Thinking About the Latest Clean Diesel" (Ministry of Economy, Trade and Industry)



## 2nd Global Meeting on Large Vehicles

### Japan, North America and Europe Agree to Cooperate on the Formulation of International Emissions Regulations

The 2nd "Global Meeting on Large Commercial Vehicles" was held in conjunction with the 38th Tokyo Motor Show and provided an opportunity for the top executives from leading large truck and engine manufacturers in Japan, North America and Europe to gather together and discuss issues facing the industry. The meeting began at 16:00 on November 2 at the Makuhari Prince Hotel adjacent to the show. Representatives of 12 companies and 4 organizations, including Daimler-Chrysler and Volvo, attended. Mr. Tadaaki Jagawa, Chairman of the Special Committee on Large Commercial Vehicles of JAMA and Chairman of Hino Motors, chaired the meeting. This global meeting followed one held last October in Amsterdam, the Netherlands. Participants spent approximately two hours vigorously discussing the issues that will confront the industry over the next decade, particularly emissions regulations on large vehicles. Commercial vehicles have entered a new era of post-treatment technologies like diesel particle filtration (DPF) and NOx catalysts. Utilizing these technologies effectively will require the supply and use of appropriate fuels, lubricating oils and deoxidants, and the meeting confirmed the need for internationally-harmonized activities for the surrounding environment as well as the industry itself. To accomplish this, it agreed



to establish a Joint Support Working Group that will focus on four primary themes: "Global Fuel Regulations," "Adoption of WHDC (World-Wide Heavy-Duty Certification)," "Post-Treatment Technologies," and "Global Road Safety."

#### Lots of Hands-on and Interactive Events!

Today's  
**Events**

(Schedule)



South Rest Zone
<b>Traffic Moral Savers "Anzenger Show"</b>
10:30~10:55
12:45~13:10
14:00~14:25

South Rest Zone
<b>Camp Nepos</b>
11:35~12:00
13:30~13:55

South Rest Zone
<b>Prefectural Police Show Ventriloquist</b>
11:00~11:30

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November 2 visitors **12,500**persons Total Visitors **12,500**persons

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