

The 38th

TOKYO MOTOR SHOW

Commercial & Barrier-free Vehicles

2004



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"Open to the Public:" High Turn-Out From Families and Young Couples

The first day of public exhibition coincided with Culture Day, a national holiday. Encouraged by clear, sunny skies, long lines formed at the gates, waiting for the opening at 10:00 on the 3rd. The holiday brought a wide range of visitors to the show, from the very young to the very old. Families with children and young couples stood out.

Inside the hall, business people gazed avidly at the exhibits, while young people and families gravitated towards the events, marking a solid start for this year's "hands-on, audience-participation" show.



▲Visitors wait expectantly for the opening (Central Gate).

"Ecology & Emotion:" A Bright Future For Commercial Vehicles

Toyota Motor Corp.



▲"HIACE Sound Satellite" features two plasma displays on the roof.

Toyota had a large booth in the Central Hall for its exhibit on "Ecology & Emotion," a continuation of a theme the company began to explore last year. The exhibit has three key points: 1) fun uses for commercial vehicles, 2) barrier-free vehicles that can be ridden by anyone in comfort and peace of mind, and 3)



new developments in environmental technology.

The concept behind Toyota's new technology development program is

◀Toyota booth emphasizes the "Today for Tomorrow" development concept.



▲"Regius Ace My Kart Factory" lets children enjoy kart races in the car.

"Today for Tomorrow." The company seeks to "consider everything from the perspective of customers and society and act accordingly," as explained by President Fujio Cho.

Starring in the performance show on the main stage is a bipedal robot who plays the trumpet, a new technology developed by Toyota. Nearby is the "HIACE Sound Satellite," a mobile studio that keeps visitors enthralled. The double doors on the side open to reveal the DJ booth and record turntables, transforming the cars and the surrounding area into a club stage. The "sound satellite" demonstrates a new business use for Toyota's HIACE vans.

But the ultimate in leisure use is "Regius Ace My Kart Factory," a Regius Ace that turns into a two-story kart garage. Complete with space for maintenance equipment, the vehicle can turn its second seat sideways to provide a kart race viewing platform for the whole family.

"Movin' on next" With the "Blue Army"

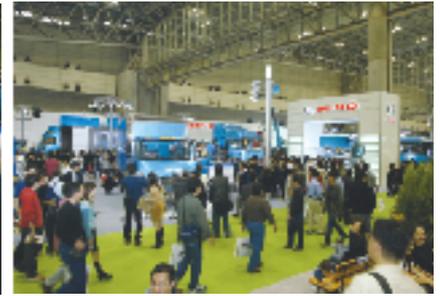
Hino Motors, Ltd.



▲ASV Concept L is the front-runner in safety.



▲Global hybrid van comes in a left-side steering wheel version too.



▲Hino's "blue booth" moves on to the dreams of tomorrow.

President Shoji Kondo is clear: "We want to demonstrate Hino's orientation towards the future." The company's booth lives up to that goal, with no less than 12 reference vehicles on exhibit, half of which are hybrids. There are also 2 market vehicles on display as well. All of the vehicles have a uniform hologram blue for their body color, creating an image of sky and water that emphasizes Hino's environmental commitment. The windshields all bear bright stickers with the company's slogan for this year's motor show: "Movin' on next."

The "ASV Concept L" can lay claim to being the front-runner

in safety technology with its driver-friendly "universal design." Built for long-distance hauls, it features an all-direction monitoring system, rear warning system, and a new shock-reducing cab among other safety improvements.

This "global hybrid van" is targeted at markets around the world, not just Japan. It also comes in a left-hand steering wheel version. As the next generation in delivery vehicles, it uses a walk-in "One-box" design to make it easy to get from the driver's seat to the cargo, a large "B pillar-less" sliding door, a symmetrical dashboard designed for world markets, an integrated mobile computer and a host of other features.

8 Vehicles Scheduled for Market Demonstrate the Future of Small Vehicle Technology

Daihatsu Motor Co., Ltd.

President Takaya Yamada vows that Daihatsu "will continue to be the leading company in small cars." To make that point, the company has a total of 12 vehicles on display, focusing on three key words: "business," "life" and "ecology." Underscoring Daihatsu's ambitions are 8 vehicles scheduled to be launched on the market within the next year. The "FFC" is the next generation in small commercial vehicles, with its cuboid trunk space designed to hold as much cargo as possible. It's even possible to work standing up inside. The sliding doors on both sides and the low, flat floor make this a user-friendly way to transport cargo indeed.

The "New HIJET CARGO Hybrid" is the first hybrid in the

small commercial vehicle class and is scheduled for launch next summer. This environment-friendly car combines a 1600 cc gasoline engine with a motor to achieve a 30% savings on fuel (compared to the base vehicle). On the emissions side it achieves a 75% reduction over the 2005 emissions regulations.

In Daihatsu's technology exhibit, visitors were impressed with the "Intelligent (self-restoring) catalysts" and the "iTOPAZ" combustion control system that works by detecting ions. "iTOPAZ" is the name of Daihatsu's power train, which seeks top-level performance in all facets, including power, ecology and reliability.



▲Daihatsu's booth charts the course to "Wonderful Small Vehicles, the Future Form."



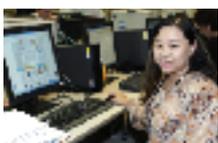
▲The first hybrid in the small commercial vehicle class.



▲The "FFC's" cuboid trunk has enough room to stand.

Press Impression

Amazed at the variety of barrier-free vehicles. Looking forward to next year's show.



Wenhui Daily (China)
Ms. Yang Xue Dan

I was transferred to the Tokyo office of the Wenhui Daily in June. This was my first time to cover the Tokyo Motor Show, and I'm excited by how much content there is at the show. It's much better than I expected. The thing that surprised me the most was the wide lineup of barrier-free vehicles and products. I think it's really great for society as a whole that people without use of their lower limbs and other physically-challenged people can get around and actively participate in society.

I also find the environmental technology extremely interesting and am impressed by the large number of advanced technologies on display. Environmental issues aren't something any single country can tackle on its own. They have to be approached from a global perspective. I really look forward to covering the Tokyo Motor Show next year too.

BODY**Barrier-Free Vehicles Provide Independence; Large Number of Models on Display**

The Central Hall is home to many of the show's auto body companies, and they have a large number of models on display, adding an incredible variety to this area of the exhibit. Toyota Auto Body Co., Ltd. has both commercial vehicle and barrier-free vehicle bodies at its booth. It places particular emphasis on barrier-free vehicles that enhance independence, using the Toyota "Vitz" as a base from which to create a car that can be driven without ever getting out of your wheelchair. Kanto Auto Works, Ltd. has a reference exhibit called "Isis Sports Mobility" that can store competition-grade wheelchairs, demonstrating the active life-style that is possible for physically-challenged athletes.



▲Kodaira's new, large-size trailer achieves world-class safety performance.

Kutsenits Japan uses a Volkswagen van as the base for a CNG city bus equipped with a full original body. The bus is an example of the ecology-minded

urban transportation of the future. Kodaira Industrial Co., Ltd. displays a new trailer that meets the need for high-volume transportation while achieving world-class safety performance. Kyokuto Kaihatsu Kogyo Co., Ltd. shows off its new model of "power lifter" able to lift heavy cargo into trailers and trunks and a new model of garbage truck. Outside, Hanamidai Auto displays a safety loader.



▲Toyota Auto Body has a vehicle that can be driven while still in your wheelchair.

urban transportation of the future. Kodaira Industrial Co., Ltd. displays a new trailer that meets the need for high-volume transportation while achieving world-class safety performance. Kyokuto Kaihatsu Kogyo Co., Ltd. shows off its new model of "power lifter" able to lift heavy cargo into trailers and trunks and a new model of garbage truck. Outside, Hanamidai Auto displays a safety loader.

PARTS**Environmental Technology Shows How to Reduce Emissions and Improve Fuel Economy**

Emissions from commercial vehicles, and particularly from large vehicles, are a growing concern around the world, and the parts booths in the West Hall have a wide range of environmental technologies on display.

Toyota Industries Corp. has the world's first variable capacity air-conditioner compressor for the mid-sized bus market, along with a CO2 cooling medium compressor and fuel cell parts. Bosch Automotive shows off its latest technologies, including a high-pressure fuel injection pump that helps to reduce the pollution from diesel engines.



▲Bosch shows new technologies from Europe, where diesel vehicles are common.

Aisan Industry Co., Ltd. demonstrates environment-oriented concepts like its electronically controlled throttle that reduces wasteful fuel consumption.

Of high interest to commercial vehicle users are post-treatment technologies for diesel emissions. NGK Insulators, Ltd. fo-



▲Toyota Industries exhibits fuel cells, variable capacity compressors and other environmental technologies.

causes its exhibit on DPF technology that reduces diesel particulate emissions and urea SCR catalysts that post-treat NOx compounds and render them non-toxic. CalsonicKansei Corp. also displays DPF technology, together with an EGR cooler that reduces combustion temperatures to restrain NOx emissions. These technologies demonstrate the ways in which diesel vehicle emissions will be controlled in the future.

TOPICS**Test Rides of Commercial and Barrier-Free Vehicles Draw Large Crowds**

Test rides are always popular at the Tokyo Motor Show. This year, more barrier-free vehicles have been added to the lineup, drawing even larger crowds of visitors hoping for a chance to ride. Rides take place on a special 1 km test course that circles the hall. Tickets are available at the booths of participating automakers, and a steady stream of visitors arrives for a ride on their favorite models. Interest in barrier-free vehicles is higher than expected, with many of the general public taking the opportunity to try out new technologies.

**Kids Love the Stickers JAMA Corner**

The JAMA Corner is located near the western side of the Central Hall and provides educational activities and materials for automobile users of all ages and interests. Panel displays focus on five themes, including recycling, prevention of global warming and vehicle taxation. There is also a mock-up of the "Wonder Wheel" Ferris wheel that will be at the JAMA pavilion for Expo Aichi. Particularly popular with the kids are the yellow "safe driving" stickers being handed out.



Barrier-free
Vehicles

This year's show focuses on "barrier-free vehicles" as well as commercial vehicles. It marks the first time many automakers have displayed their innovative, new barrier-free vehicles on a full-fledged basis, and many general public visitors take the opportunity to see, touch and experience the technologies exhibited in the booths.

Barrier-free
Vehicles

Nissan Motor Co., Ltd.

Wide range of models, lots of variations

"We want everyone, elderly and physically-challenged alike, to experience the joy of going out," said Nissan Vice-President Norio Matsumura during the company's press briefing on the 2nd, explaining the concept behind Nissan's barrier-free vehicles, or as the company terms them, "lifecare vehicles." Nissan does not consider barrier-free vehicles to be "special." Rather, they are the "new family car," and provide a wide range of models and wealth of variations depending upon the user's degree of handicap and purposes.

For this show, Nissan has 21 vehicles on display, 9 of which



▲The "TIIDA" Enchanté type went on sale in September.

are barrier-free. Three stand-outs are the "Enchanté" type that has a "slide up seat" on the passenger side with a wireless remote control to make it easier to get in and out of the car, the "Chair Cab" that allows passengers to get in and out without ever leaving their wheelchairs, and the "Driving Helper" that enables the handicapped to drive on their own. The booth layout is also "barrier-free," with Nissan going the extra mile to ensure that it is easy to move around and view.

Mazda Motor Corp.

Fun and comfort for the whole family

Mazda's theme this year is "Sharing Zoom-Zoom." It attempts to spread its values of fun and comfort for the whole family to barrier-free vehicles. Its lineup emphasizes vehicles that are easier on and more comfortable for people who require nursing care. Mazda has a total of 5 barrier-free vehicles on display at the show. All are available on the market, including the "Verisa" compact with a rotating passenger seat that debuted in June, the "Demio" sloped wheelchair carrier, and the "MPV" with fully-automated secondary lift-up seat. Look for them in the center of the booth.



▲The "Demio" sloped wheelchair carrier.

Symposiums

November 3 (Wednesday, holiday) 13:30-15:00, International Conference Room

"Barrier Free" as the Mode of the Future: Traffic and Transportation as Japan's Population Ages and Declines

Japan Automobile Manufacturers Association, Inc

- MC, Moderator:
Takuji Hiroishi (General Producer, UFJ Institute, & EDISON= EDutainment for Involvement in Social Needs)
- Panelists
Tetsuya Kato (Publisher, Car Graphic)
Masashi Hachuda (Sports Writer, Soccer Commentator)
Mitsuo Mizohata (Tokyo Metropolitan Institute of Gerontology)
Dave Spector (TV Producer)
Katsumi Tokuda (Professor of University of Tsukuba Graduate School of Comprehensive Human Sciences)

Will barrier-free vehicles ever become commonplace? This symposium discussed the history and roles of barrier-free vehicles and the enormous leaps forward they are making as life spans increase and populations age. Panelists brought their own perspective to the changes taking place. They also discussed the significance of achieving barrier-free technologies, the essence of universal design, and the future of automobiles and barrier-free transportation. The large numbers of young couples and families at the show indicate the growing interest in barrier-free vehicles.



November 3 (Wednesday, holiday) 13:00-18:00, Central Conference Room 201

Coping with Emissions Regulation: The Environmental Challenges Facing the Automotive Industry

Embassy of Sweden

- Speakers
Mikael Lindstrom (Ambassador of Sweden)
Takashi Sato (Director, Japan External Trade Organization)
Hideaki Suzuki (Director, Planning Section, Automotive Pollution Control Division, Bureau of Environment, Tokyo Metropolitan Government)
Hasse Johansson (Group Vice President, Head of R & D, Scania)
Ingemar Denbratt (Professor Department of Thermo and Fluid Dynamics Chalmers University of Technology)
Erik Fridell (Director Competence Center for Catalysis Chalmers University of Technology)
Carl Kaiser (Director for Technology Development, Honeywell)

Regulation of diesel emissions is a growing concern around the world. This symposium featured four of Sweden's leading engineers discussing their experiences and accomplishments. Following the presentations was a panel discussion on the feasibility of new technologies. Approximately 200 people from the automotive industry attended the symposium. The reception began at 18:00 and was the scene of lively discussions.



Hasse Johansson
(Group Vice President, Head of R & D, Scania)

Today's
Events
November 4

Lots of Hands-on and Interactive Events!



South Rest Zone

Traffic Moral Savers "Anzenger Show"

·11:00~11:25 ·14:00~14:25 ·15:30~15:55

South Rest Zone

Camp Nepos

·11:35~12:00 ·13:30~13:55

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November 3 visitors 53,500 persons Total of Visitors 66,000 persons

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Publisher: Public Relations Office
Japan Automobile Manufacturers Association, Inc.
Nihon Jidosha Kaikan, 1-1-30 Shiba Daimon, Minato-ku, Tokyo 105-0012 JAPAN
TEL.03-5405-6119 FAX.03-5405-6136 WEB SITE www.tokyo-motorshow.com

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