

The 39th

Passenger Cars & Motorcycles

TOKYO MOTOR SHOW 2005



News

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第39回東京モーターショー2005 乗用車・二輪車

"Driving Tomorrow!" from Tokyo みんながココロに描いてる、くるまのすべてに新提案。

The 39th Tokyo Motor Show Press Day New Ideas for Cars of a New Half-Century

The 39th Tokyo Motor Show (Passenger Cars and Motorcycles) will be held at Makuhari Messe, Chiba for 17 days from October 21 to November 6. The show is sponsored by the Japan Automobile Manufacturers Association (JAMA).

Public exhibition begins on October 22, and prior to public viewing, the show was open to members of the press on October 19 and 20. The Tokyo Motor Show was first held in 1954 in Hibiya Park, Tokyo, so this year marks the beginning of a new half century for it. In celebration of this milestone, the show has put together a number of "audience-participation, hands-on" events designed to appeal to a wide spectrum of visitors, including women and families.



The theme this year is "Driving Tomorrow! from Tokyo," which expresses the show's ambition to become a festive venue to come and see the world's most advanced technologies and designs. The Tokyo Motor Show is also a forum for up-to-date information on how cars are adapting to social and environmental issues and how they can become more friendly to nature and the environment. The logo mark is a calligraphic representation of the Japanese character for "1." Done in a fast, powerful style, it represents the acceleration of an automobile. The number "1" was chosen because of the show's position at the pinnacle of the world's motor shows and because Tokyo is the first place where new movements and trends begin. The traditional calligraphy represents the Tokyo Motor Show's location in Japan and its roots in Japanese culture. The accelerating car is what the exhilaration of "Driv-

ing Tomorrow!" is all about.

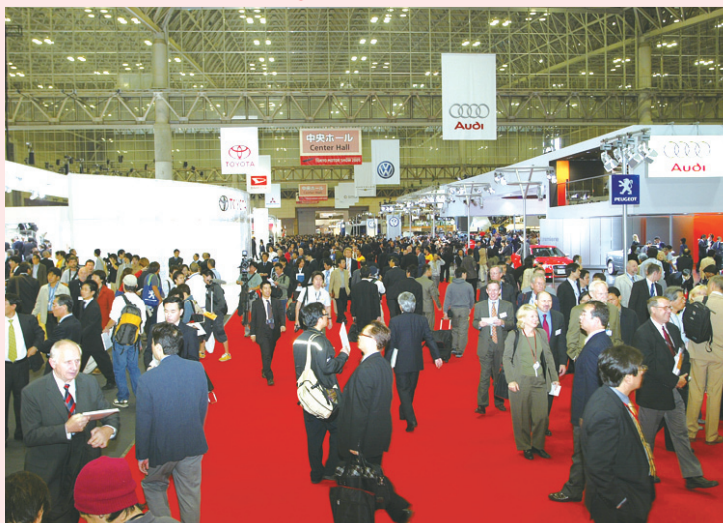
This year's show is remarkable for having three weekends, which was accomplished by extending the period by four days for a total of 17, making it the longest show in the world. The extra days were included to accommodate visitors and relieve congestion. A special viewing for wheelchair users has been scheduled for the afternoon of October 20, the second Press Day, to give people in wheelchairs the opportunity to view the show at their leisure. The show also features 600 "priority seats" for the elderly and disabled, a substantial increase from previous years. Admission is half-price for junior and senior high school students and free for children in elementary school and below. An Infant/Child Care Center helps to round out this year's visitor services menu.



Exhibitors and Exhibition Structure (Passenger Cars, Motorcycles, Parts) *Wide Variety of Models on Display*

The key concept for this year's Tokyo Motor Show is "new ideas for all aspects of automobiles," and each of the halls features innovative vehicles with the environment, safety and welfare technologies that are Japan's strengths. The show boasts 199 World Premieres (WP) and Japan Premieres (JP), all of them world-class models. Adding even more color are the "idea cars," the ever popular Carrozzeria Exhibit, and a retrospective exhibit looking back at the great cars of the past 50 years.

Central Hall (passenger cars/parts)



From Japan: Toyota (including Lexus), Daihatsu and Mitsubishi. From other countries: Peugeot, Audi, Bentley, Bugatti, Lamborghini, Volkswagen, DaimlerChrysler (Chrysler, Mercedes-Benz, Smart and AMG). Parts: audio and navigation systems.

Exhibitors represent 239 companies, 5 governments (Canada, Germany, Sweden, USA, and for the first time, Malaysia) and 1 organization from 13 countries and 1 region. The show uses the Makuhari Messe West, Central, East and North halls plus the Event Hall for a total of more than 40,000 m², on par with the previous passenger cars and motorcycles show (the 37th show in 2003). A total of 38 passenger car companies have exhibits (9 domestic, and 29 foreign). Twelve companies (4 domestic, 8 foreign) exhibit in the motorcycles division, and 181 companies, 5 governments and 1 organization (domestic: 159 companies and 1 organization; foreign: 22 companies and 5 governments) in the parts division. There are 8 companies in the Carrozzeria Exhibit.

There is even more good news for visitors. The organizers have focused this year on relieving congestion by extending the show period and also on improving the lighting to give the show a brighter overall atmosphere. The Tokyo Motor Show is much easier to get around and view.

The booths on exhibit in each hall are as follows.

Fun for the Whole Family

"Audience-Participation, Hands-On" Events

This year, the Tokyo Motor Show offers a wide variety of "audience-participation, hands-on" events that teach while they entertain. Clean energy vehicle test rides let people experience for themselves what environment-friendly vehicles are all about. There are also opportunities for young people to experience motorcycles and a wide range of entertainment events in Festival Park designed to delight the entire family. For the latest in information about cars and the automotive industry, a series of symposiums runs concurrent to the show. The emphasis on "audience-participation, hands-on" events has become one of the Tokyo Motor Show's trademarks.

Commemorating 50 Years

A press preview was held in Hibiya Park for the 50-year commemorative exhibition. Those cars have now moved to the Event Hall as a Special Exhibit to Commemorate the 50 Years of the Tokyo Motor Show featuring 19 classic automobiles and 8 classic motorcycles.



Test Rides of Clean Energy Vehicles

This event provides visitors with the opportunity to take a ride in fuel cell vehicles, which are close to commercialization, and hybrid vehicles, which have already begun to spread. One of the objectives of the test rides is to highlight the automotive industry's efforts to tackle environmental issues. And as gasoline prices soar, this has become a major item of interest for drivers as well. Test rides take place at Makuhari Marine Park, which is located adjacent to Makuhari Messe. They are available from October 19 through November 6. A total of 13 vehicles from 7 manufacturers are on hand, including electric cars and hydrogen vehicles.

Carrozzeria Exhibit (Design Studios)

The Carrozzeria Exhibit is located in the Event Hall and has become one of the most popular parts of the Tokyo Motor Show. This year there will be 15 vehicles on hand from 8 Japanese and US design studios. Among the highlights are an 8-wheeled electric car that is looking to set a world speed record, as well as a large number of original cars with attractive, distinctive designs. The Carrozzeria Exhibit is a delight to young people and women.

East Hall (passenger cars/parts)



From Japan: Honda, Suzuki, Subaru. From other countries: BMW, Alpina, Rolls-Royce, Fiat, GM, Opel, Saab. Parts: audio and navigation systems.

West Hall (passenger cars/parts)



From Japan: Nissan, Mazda, Mitsuoka. From other countries: Ford, Volvo, Jaguar, Aston Martin, Land Rover. In the adjacent space: Citroën, Ferrari, Maserati, Porsche, Kia, Hyundai, Renault. Parts: audio, tires, wheels, accessories etc.

North Hall (motorcycles/parts)



From Japan: Honda, Suzuki, Yamaha, Kawasaki. From other countries: Ducati, BMW, Harley-Davidson, Triumph, Kwang Yang, Moto Guzzi, Magni, Grüter Gut. Parts: electronics, instrumentation, lighting, engine parts, transmission parts, organizations, body and interior parts.

Event Hall (Carrozzeria Exhibit, 50 Year Commemorative Exhibit)



The Event Hall houses the Carrozzeria Exhibit and the Special Exhibit Commemorating the 50 Years of the Tokyo Motor Show. The Carrozzeria Exhibit has 15 distinctive, original cars from 8 design studios. The 50-year commemorative exhibit has classic cars from the 1950s through the 1990s.

Symposium 2005

This year's symposiums offer seven high-interest themes that appeal to experts and the general public alike. Symposiums are located in the International Conference Room on the second floor of the International Conference Hall. Themes include: "Surprises and Discoveries: The Unbelievable Simplicity of Eco-Driving" (October 29, Sponsor: Ministry of the Environment etc.); "The Expanding Possibilities for Barrier-Free Vehicles" (October 30, Sponsor: Japan Automobile Manufacturers Association); "The First Step toward Sustainable Mobility" (October 31, Sponsor: Japan Automobile Research Institute etc.); "The World of the Carrozzeria" (November 1, Sponsor: Japan Automobile Manufacturers Association); "The 6th Traffic Safety Symposium" (November 2, Sponsor: Ministry of Land, Infrastructure and Transport); "The Automobile Recycling Law" (November 3, Sponsor: Ministry of Economy, Trade and Industry etc.); and "3rd Symposium on Automobile Taxation" (November 5, Sponsor: Automobile Taxation Reform Forum).

Festival Park

The Festival Park located in the West Rest Zone is the site of family-oriented events that teach traffic safety. Among the highlights are trial demonstrations of off-road motorcycles, traffic safety talk shows featuring trial demonstration bike riders and young celebrities, special talk shows with automotive journalists and top riders, the "Traffic Troop Anzenger" show for the entire family, a driving aptitude test administered by the Chiba Prefectural Police, live traffic safety broadcasts by bayfm radio, and "Yosakoi" dancing.



Kids Motorcycle Sports School and Other Events

The Kids Motorcycle Sports School comes to the Tokyo Motor Show for the first time. It will be held in the Central Rest Zone (west side of North No. 2 Gate) on Saturdays and holidays throughout the show period. There will also be a Children's Art Exhibit on the second floor of the North Hall featuring 3,404 works done by children in 51 local Chiba kindergartens. Other highlights include the "Tomica Corner" miniature car display, "Gran Turismo 4 Test Drive Arena," clean energy vehicle classes for elementary school children, and a blood drive and bone marrow bank.



Commemorating 50 Years — Tuesday, October 18
Special Press Preview in Hibiya Park



Honda: "Honda S600"



Mr. Yoshiyasu Nao, Vice President of JAMA, greets the participants



Guide answers a question from the press



Mitsubishi: "JEEP"



Mazda: "Cosmo Sports"



Toyota: "CROWN-RSD"



Nissan: "Skyline GT-R." The Special Press Preview in Hibiya Park provided a concentrated history of Japanese automotive technology.



Honda: "DREAM CB750 Four"



Suzuki: "Colleda ST-6A"

On October 18, the day before the Press Day, a press preview was held in Hibiya Park, Tokyo for the Special Exhibit to Commemorate the 50 Years of the Tokyo Motor Show. The event was located at the Fountain Plaza in Hibiya Park, the birthplace of the Tokyo Motor Show.

At the preview were 12 models that symbolize the rise of Japanese motorization between the 50s and the 70s, including a 1956 "CROWN-RSD," a 1964 "Honda S600" and 6 other cars, a 1955 "Yamaha YA-1" and 3 other motorcycles. These vehicles will go on to Makuhari as part of the classic car display that will be shown in the Special Exhibit to Commemorate the 50 Years of the Tokyo Motor Show.

A typhoon offshore made for poor weather, but the event was still packed with members of the press. At 11:00, Mr. Yoshiyasu Nao, the Vice Chairman and Executive Director of the Japan Automobile Manufacturers Association, greeted the audience, explained the history of the Tokyo Motor Show and invited the press to view the exhibits.


Special guides were assigned to each vehicle to provide members of the press with detailed answers to their questions.

Many of the models were older vehicles and more than a few people found themselves recalling long forgotten events and episodes. There were also expressions of amazement at how well these "classic cars" had been built and maintained.

Mr. Yoshiyuki Okino (Toyota Automobile Museum) served as guide for the "CROWN-RSD." He said, "Once in a while we have test rides of the car around Aichi prefecture where we are located. It's very gratifying to be able to give the people in the Tokyo area a chance to see the CROWN-RSD. I hope people from overseas will be able to view it at the show as well."

It was not only classic cars, but "classic people" from the automotive industry who were at the event. Mr. Mitsuo Ito was the first Japanese rider ever to win the Isle of Man TT Race in 1963, riding a 1959 Suzuki "Colleda ST-6A." A former test rider for the Colleda, he commented, "The Colleda was very practical and had great cushion. Time sure goes by fast."

The demonstration drives began at 12 noon, with both motorcycles and passenger cars taking their laps. After showing that they were indeed still running strong, the vehicles departed for Makuhari Messe and the Tokyo Motor Show.



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