

The 39th

Passenger Cars & Motorcycles

TOKYO MOTOR SHOW 2005



News

vol.

2

October 21, 2005

第39回東京モーターショー2005

Passenger Cars & Motorcycles
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。

Environment, Safety, Luxury, Fun

Dreams and Realities for the Cars of the Future

The 39th Tokyo Motor Show will open to the general public tomorrow, October 22, at Makuhari Messe in Chiba. This is the last "Passenger Cars and Motorcycles" show to be put on in Tokyo. Beginning 2007, it will be a general show that includes commercial vehicles as well. Care for the environment and prevention of global warming were major themes of the recent Expo Aichi, and they get full play at the Tokyo Motor Show too. In addition to showing off the luxury and fun of their new models, automakers from around the world are competing to see who has the most advanced environmental and safety technologies.



Honda's "FCX Concept"



Toyota's "i-swing"



Nissan's "GT-R PROTO" unveiled for the first time

Environment-friendly cars provide the focal point at each of the booths. Fuel cell vehicles are considered to be the ultimate in eco-car, and Toyota's entry in this area is the "Fine-X," which uses its renowned hybrid technology and a fuel cell unit that Toyota has succeeded in making more compact. With motors on all four of its wheels, it is able to move about freely. Honda's "FCX Concept" combines a compact fuel cell system with a roomy interior and sporty styling. Suzuki's "IONIS" subcompact highlights its efforts to develop fuel cell vehicles; Yamaha includes a fuel cell-powered scooter called "FC-me" as a reference exhibit.

Hybrid vehicles are known for their excellent fuel economy, and this category had a number of exhibits as well. Daihatsu unveiled "UFE-III," which boasts some of the best fuel consumption ratings in the world. Fuji Heavy Industry's (Subaru) "B5-TPH" features a horizontally-opposed engine; Mazda's "Senku" has a rotary engine. Among the foreign automakers, Mercedes-Benz provides a first-ever glimpse of its fuel cell vehicles and BMW has a hydrogen vehicle called the "H2R" capable of speeds in excess of 300 kph.

In the "fun and playful" category are a number of innovative, unusual concept cars: the revolutionary "i" minicar from Mitsubishi, the "Pivo" electric car from Nissan with its ability to rotate 180°, the Nissan "GT-R PROTO," the "i-swing" from Toyota evolving from the "i-unit" that made its first appearance at Expo Aichi, and the "W.O.W Concept" wagon from Honda that is designed to make it easier to drive with the family dog in the car.

In addition to futuristic concept cars, models that are slated for launch next year or thereafter also wowed the crowds. Toyota displays the new "GS450h" hybrid for its "Lexus" luxury brand and Nissan has its "GT-R PROTO" at the show. Both are final models scheduled for launch next year or shortly thereafter. At the booths of parts manufacturers like Denso are exhibits of the latest in safety technology, for instance, systems that are able to monitor the driver's blinking and pulse to ascertain his condition.



Top Executives Talk to the World—— Press Briefings

Highlighting Environmental Technologies and New Concept Cars

Vehicle and parts exhibitors at the 39th Tokyo Motor Show open their booths to members of the domestic and foreign press on the 19th and 20th in advance of the official opening to the general public on the 22nd. A number of press briefings were held in the hall, giving exhibitors an opportunity to discuss their environmental efforts and highlight the features at their booths.



Nissan's President and CEO Ghosn speaks before a crowd of reporters



Honda's President Fukui



Toyota's President Watanabe

Press briefings began at 9:35 on the morning of the 19th with the Aston Martin booth in the West Hall and continued straight on after that, each company being allotted 20 minutes. This was a chance to talk to the entire world, and companies went all out in their efforts to attract attention, many of them taking the opportunity to unveil new concept cars along the way. Mazda was the first of the Japanese automakers to hold a briefing. President Hisakazu Imaki said, "Mazda's brand message is and continues to be 'Zoom-Zoom,'" and he announced the company's plans to commercialize a new minivan that combines a hydrogen rotary engine with a motor. The car will probably be on the market around 2008.

President Katsuaki Watanabe of Toyota made his appearance in an "i-swing," the company's attention-getting personal mobility vehicle. "Vehicles have to be environment-friendly, but they also have to be attractive for the driver," he said.

Toyota's "Lexus" booth had its own briefing to give reporters their first glimpse of its new premium cars. Honda's President Takeo Fukui introduced a number of new concept models, all designed around the keyword of "fine." President and CEO Carlos Ghosn of Nissan rode the unique "Pivo" compact car to his briefing, and the press crowded around to see the new "GT-R PROTO" concept model for the "GT-R" series.

Domestic Exhibits

	Manufacturer	Exhibits	World Premiere	Japan Premiere	Units
Passenger cars	Suzuki	17	4	2	2
	Daihatsu	21	4	3	2
	Toyota	33	6	3	6
	Nissan	22	8	0	11
	Fuji Heavy	16	1	2	4
	Honda	17	3	0	14
	Mazda	22	4	1	6
	Mitsubishi	16	3	0	5
	Mitsuoka	4	1	0	0
Total 9 passenger car exhibitors		168	34	11	50
Motorcycles	Kawasaki Heavy	24	0	16	1
	Suzuki	37	2	3	1
	Honda	51	6	6	1
	Yamaha	21	9	7	3
Total numeral for motorcycle exhibitors		133	17	32	6
Breakdown of domestic exhibits		301	51	43	56
Parts division (181 companies, 5 governments, 1 organization)			94	72	

TOPICS Asahi Shimbun's Child Reporters Get the Scoop

Along with the regular members of the press, 5 elementary school children (3 boys, 2 girls) chosen from among 680 applicants by the Asahi Shogakusei Shimbun (newspaper for elementary schoolchildren) and Asahi Shimbun were invited to report on environment and safety topics during the first Press Day. Emika Tsunoda (6th grade, Bunkyo University Elementary School) exclaimed, "How cute!" when she saw the Nissan "Pivo" swivel its cabin 180°, and everybody rushed to test ride the eco-cars. But for all the exuberance, they were also very aware of the press badges pinned to their chests and their questions were every bit as penetrating as those of the regular reporters. Daisuke Saito (5th grade, Yasakae Elementary School, Funabashi) cut right to the chase when he saw the exhibit of the "Eliica," an electric car being developed by Keio University: "When can we ride it?" And his frankness earned him a scoop: "We're going to sell a limited edition of 2,000 in 2008."



So enthusiastic they went an hour and a half overtime

Foreign Cars: 29 Exhibitors from USA, Europe and Korea; 80 Premieres

Fuel economy and excitement too



Ford's "Equator Concept" premiere model

A total of 29 foreign automakers are exhibiting at the show: 3 from the United States, 24 from Europe and 2 from Korea. They discussed product strategies and technology development in their press briefings.

From DaimlerChrysler, Dieter Zetsche, Member of the Board of DaimlerChrysler AG, responsible for the Mercedes Car Group, gave a speech in which he outlined plans to launch diesel cars on the Japanese market. The company had two World Premieres for the show: the "F600 HYGENIUS" fuel cell vehicle in the Mercedes-Benz division and the "Akino" design concept car in the Chrysler division.

President Helmut Panke of BMW said, "To sit still" doesn't exist in BMW's vocabulary" and emphasized that the company would continue its aggressive stance. The BMW booth contains the ultra-fast "H2R" hydrogen-powered vehicle, the "Concept X3 EfficientDynamics" hybrid car and the "MINI Concept Tokyo." Volkswagen has two World Premieres on hand too: the "Polo GTI" sporty compact and the "EcoRacer" low fuel consumption sports car. Chairman Bernd Pischetsrieder was at the show for the briefing. Audi, a member of the VW group, premiered its "Shooting Brake Concept" and "S8" high-powered sedan.

The General Motors group held a joint press briefing for the

GM, Opel and Saab lines. They had a total of nine Japan Premiere models, and the numbers alone make this a striking, colorful booth. Among the highlights was the "Cadillac STS-V" high-powered saloon with a supercharged V-8 engine. There were two World Premieres at the Ford booth: the "Focus Vignale Concept" four-seater open sports car and the "Equator Concept" SUV. The company also brought its "2006 Focus WRC" to highlight its motor-sports image.

The Renault booth emphasized its F1 credentials and its recent double title in both the driver and constructor categories. The center point of its exhibit consists of two concept cars: the "FLUENCE" and the "EGEUS" sedan-style SUV. Though Peugeot and Citroën are a single group, they held their briefings separately in an effort to emphasize the independence of their brands. Both have Japan Premieres for the show: the "407 Coupé" two-door luxury model from Peugeot and the "C6" full-size sedan from Citroën.

Hyundai and Kia exhibited from Korea. Hyundai announced that it was considering production in Europe and held the world premiere for its "NEOS-III," a new model with a V-8 engine that is likely to go into mass production.



Foreign automakers have a large number of World Premieres at the show

Motorcycles Area: Personality and Style

Superbikes and futuristic models abound

The motorcycles area is especially exciting this year, with a large number of World Premieres from domestic and foreign companies alike. In his speech, President Takeo Fukui of Honda discussed the company's exhibition theme of "Dream Wings," saying, "This is an expression of Honda's commitment to expanding frontiers and tackling new issues as it works to achieve its dreams." All eyes were on its "E4-01" automatic "Super Sports" concept bike.



The Yamaha booth's theme is "Art"

Yamaha celebrates its 50th anniversary this year, and President Takashi Kajikawa emphasized its manufacturing strengths and desire to be the dominating brand. It has a distinctive lineup of models at the show, headlined by the "Gen-Ryu" high-speed cruiser that uses a hybrid system and is chock-full of advanced safety devices. Suzuki's theme for the show is "Real Life." Its futuristic "Stratosphere" concept bike is as compact as a 4-cylinder model but packs a straight-6 engine. Kawasaki also emphasizes realism in its exhibit of sport and cruising models. At the top of the list is the "ZZR 1400" high-powered sports bike with a large 1,400 cc engine.

Foreign motorcycles on exhibit include Ducati, BMW, Harley-Davidson, Triumph and Moto Guzzi. All of them offer distinctive styling and technology.



Kawasaki Heavy Industries
Senior Vice President
Shinichi Morita

Press Center Bustles with Activity

News from the Tokyo Motor Show is wired around the world. And it all comes from the "Press Center" located on the second floor of the International Conference Hall. Bridgestone provides the backup for operations. This year, LAN cables are connected to all 248 work desks and there are 8 new photographer desks with special equipment for processing digital photographs. A wireless LAN rounds out the facilities, allowing reporters to connect to the Internet from anywhere within the Center. The support system also has photographs from the organizers available at all times to assist with coverage. During the press days on the 19th and 20th, the Center was bustling with activity as reporters used the state-of-the-art equipment to write up World Premieres and send their articles back to their head offices. Every year, the Tokyo Motor Show attracts more and more members of the foreign press, and the growth is particularly notable for Asia, where the automotive industry itself is growing by leaps and bounds.



The Press Center serves an international press corps

Special Viewing for Wheelchair Users Becomes Established as Part of the Show

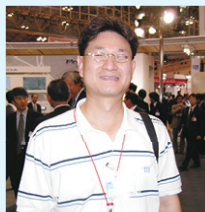


Everybody's smiling

The afternoon of the second Press Day, the 20th of October, was set aside for a special viewing by wheelchair users. Wheelchair users have a lower line of sight, so the special viewing provides them with an opportunity to see the show without having to be jostled by the crowds. A total of 327 people received invitations to the viewing. They were accompanied by 399 guests, for a total of 726. These numbers represent a steady increase over the years. The first special viewing was held at the 2003 passenger cars and motorcycle show (the 37th show) and attracted 254 people in wheelchairs and 346 accompanying persons. Some 23 staff members and 44 volunteers were on hand at the East, West and North gates and in the Makuhari Messe parking lot to guide and assist visitors. The staff tried to provide a comfortable service that was not overly excessive.

Mr. Masatoshi Obayashi (35) of Shimotsuru, Tochigi has been coming to the motor show for the past 20 years. He said, "I love the special viewing day. I can see the show much better, and the opportunity to view new models coming on the market helps me in my buying decisions." He not only wants the special viewings to continue, he wants them to be expanded: "A half day is too short. I'd like a full day for the viewing." Mr. Shinobu Aebe (42), who drives 20,000 km a year, missed last year's show and so "was really looking forward to this year. I used to be worried about whether I would bump into people, but now I can view

the show at my leisure and take pictures too." His wife, Yoko, had one request: "I wish they wouldn't make us wait outside the gates. At least they could let us inside."



Satisfied with the advanced technologies and concept cars

Reporter, Business Desk, JoongAng Daily
Mr. Kim Tae-Jin

Mr. Kim Tae-Jin is a reporter for the JoongAng Daily, one of Korea's three largest newspapers and its premier business journal. This is his third time covering the Tokyo Motor Show and he says that he was able to move smoothly around the vast exhibition space. "This year's show is a bit more colorful and exciting than last time. There's a lot of variety in the concept cars, and many of them are very interesting. More and more models are being designed by Koreans, and I was observing how they were received. I'm very interested in the management and business aspects of Toyota, so it was significant for me to be able to see so much," he said before getting back to work.

Press Impression

Today's EVENT

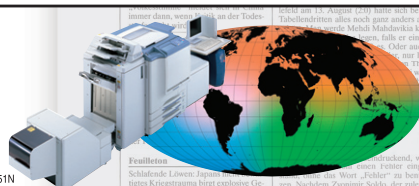
21-Oct-05 (Fri) Special Guest Day

*** Clean Energy Vehicle Test Rides**

13 : 30~16 : 30 Special course
in Makuhari Seaside Park



ON DEMAND PUBLISHER C-51N



Did you know that?

Konica Minolta on-demand printing system is currently supporting 276 major newspapers in 56 countries around the world.

The essentials of imaging

For those in business, the essentials of imaging are not just about the quality of the image, but also about the speed and reliability of the process. Konica Minolta's on-demand printing system is designed to meet these needs, providing a fast and efficient way to produce high-quality images for your business.

This newspaper was printed by Konica Minolta ON DEMAND PUBLISHER C-51N.

KONICA MINOLTA BUSINESS SOLUTIONS JAPAN CO., LTD.
On Demand Imaging Division
TEL 03-5205-7820
Email odi-info@bj.konicaminolta.jp
URL <http://www.ebook-print.com>



October 20 visitors 4,800 persons
Total visitors 13,300 persons

Tokyo Motor Show News Vol.2 October 21, 2005

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

