

The 39th

Passenger Cars & Motorcycles

TOKYO MOTOR SHOW 2005



News

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3

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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。

The Dawn of a New Half-Century

The 39th Tokyo Motor Show Officially Opens

SINCE 1954
Starting the New 50 years

Starting a new half-century, the 39th Tokyo Motor Show (Passenger Cars & Motorcycles) held its opening ceremony on the 21st in the Convention Hall at the International Conference Hall, Makuhari Messe, Chiba. For the next 17 days through November 6, motor fans will be able to enjoy the color and excitement of the long-awaited "big show," one of the largest and most important motor shows in the world.



The opening ceremony started at 10:30 a.m. Approximately 900 dignitaries and industry representatives were in attendance; a screen behind the podium showed snapshots and clips looking back over the 50 years of the Tokyo Motor Show. The ceremony began with a greeting from Chairman Itaru Koeda representing the Japan Automobile Manufacturers Association. "It has been 50 years since the first Tokyo Motor Show was held in Hibiya Park in 1954. This show marks the start of a new half-century," he said and went on to describe the second milestone set this year. "This show also marks the last Passenger Cars and Motorcycles show. Beginning in 2007 (the next show), the Tokyo Motor Show will be reorganized as a general show that will include commercial vehicles and commercial vehicle bodies." Following this, the Chairman briefly described the show theme and exhibits before explaining that Tokyo had become "the longest motor show in the world" because the organizers wanted to include three weekends to alleviate congestion. Throughout the 17 days, the show will be holding a variety of events, from a retrospective of classic cars of the

past, to test rides of fuel cell vehicles and hybrids, highlighting both the evolution of the previous 50 years and the prospects for the future.

Chairman Koeda's comments were followed by speeches from Minister of Land, Infrastructure and Transport Kazuo Kitagawa; Minister of Economy, Trade and Industry Shoichi Nakagawa (represented by Senior Vice Minister Hachiro Okonogi); Chiba Governor Akiko Domoto; and President Bernd Gottschalk of the International Organization of Motor Vehicle Manufacturers (OICA). Following their remarks, Vice-Chairman of JAMA Fujio Cho, declared the show officially open, to a round of enthusiastic applause. The opening ceremony concluded at 11:00.



Chairman Koeda of the Japan Automobile Manufacturers Association greets the audience

— Gala Reception —

1,300 Guests Celebrate the Show



Chiba Governor Domoto rides around the show in an electric car (accompanied by JAMA Vice-Chairman Cho)



Supreme Advisor of JAMA, Shoichiro Toyoda, enjoys the conversation



The gala reception was enhanced with stage effects. Note the show logo mark, the Japanese character for “1” (second backdrop from the right).

After the opening ceremony, the visiting dignitaries toured the show for about an hour and a half in two electric cars. Chairman Koeda and Vice-Chairman Cho rode with Senior Vice Minister Okonogi and Governor Domoto, who were enthusiastic about the exhibits and had many questions.

From 1:00 p.m., the participants reassembled in the Convention Hall of the International Conference Hall for a gala reception. Approximately 1,300 people attended.

It was a relaxing, pleasant time for all. A live harp ensemble played in the background, as representatives from politics, government and business joined with ambassadors and top managers at automotive firms to celebrate the show. One could overhear anecdotes about past motor shows next to discussions of the fuel cell concept cars. Indeed, this combination of recollecting the past 50 years and anticipating the next is what seems to characterize the 39th show.

SPECIAL EVENT

Event Hall

— Special Exhibit to Commemorate the 50 Years of the Tokyo Motor Show — History Viewed through the Automobile

The old half-century is ringing in the new. A “Special Exhibit to Commemorate the 50 Years of the Tokyo Motor Show” will be held in the Event Hall throughout the entire show period. The exhibit closes on November 6 (Sunday). As you enter the hall, your eye is immediately caught by the giant monument resembling a car tire in the middle of the exhibit. This was, in fact, the origin of the Tokyo Motor Show mark that was used from the time of the 1st Tokyo Motor Show which was first held in Hibiya Park, Tokyo in 1954. Next to the monument is an exhibition of classic cars from the 1950s. Around this zone are 27 passenger cars and motorcycles in a semicircle, representing classics from the 60s through the 90s.

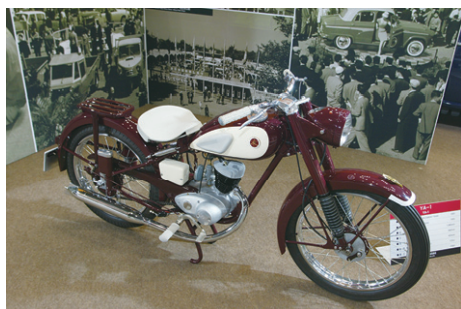
Each decade zone has a tower containing explanations of the cars. Video monitors scroll the major social phenomena and events of each time period, enabling visitors to look back on the past as they view their favorite cars of yesteryear. Items from the period are also scattered around the towers, with double lens reflex cameras and moon globes adding to the atmosphere. The 1950s were highlighted by Marilyn Monroe’s visit to Japan (1954) and the unprecedented popularity of the mambo (1955). Japan was over the postwar upheavals, its economy was improving and its automotive industry had begun to rebuild.

As they emerged from poverty and destruction, the goal that many Japanese sought after was the luxurious 1956 RS Crown and the more reasonably priced “Toyopet Crown RSD Type”

(Toyota). Its 1,453 cc engine packed 48 hp, and its styling was bold and impressive. In 1959 came the “Colleda ST-6A” (Suzuki), whose original design earned it the nickname “Jet Line.” It was the first motorcycle to have the trademark “S” on its fuel tank, and that alone indicates how much progress the Japanese automakers had made in regaining their confidence.

The Golden age of the 60s began with a fad for “Dakko-chan” dolls. The 7th Tokyo Motor Show (Harumi International Trade Fair Grounds) in 1960 marks the first time that female attendants appeared at a show, and they have been an essential part of the splash and excitement of motor shows since. The “Honda S600” debuted in 1964 as a larger version of the S500 base model. Its performance and equipment were designed for export, and it became a mainstay on the domestic and international racing circuits. The “Subaru 1000” (1966) was the first FF compact to be mass produced in Japan. In 1967, Mazda launched the “Cosmo Sport” (L10B), the first touring sports car in the world to have a 2-rotary engine. Meanwhile, in motorcycles, the “Honda DREAM CB750 Four” was the first bike in the world to be mass produced with an OHC straight-4 engine, and its name became synonymous with innovative, revolutionary technology. The high-growth period was the dawn of Japanese modernization. Owning your own car was no longer just a dream.

The 1970s started off with the Osaka Expo and Japan’s first “pedestrian paradises” (streets temporarily closed off to



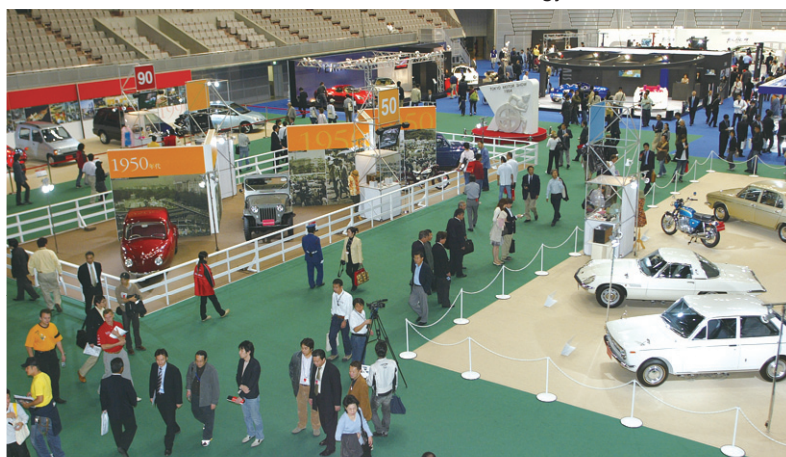
Yamaha's "YA-1" became known as the "red dragonfly"



The "Daihatsu Charade" created the "liter car" genre



The "PRIUS" (first model) still symbolizes environmental technology



The retrospective exhibit shows classic cars from the past 50 years

List of vehicles in the "Special Exhibit to Commemorate the 50 Years of the Tokyo Motor Show"

Model year	Passenger cars	Motorcycles	Company	Model
51	○		Daihatsu	BEE
56	○		Toyota	Toyopet Crown RSD Type
61	○		Mitsubishi	Mitsubishi Jeep
59	○		Nissan	BLUE BIRD 1200 Standard (P310)
55		○	Yamaha	YA-1
59		○	Suzuki	Colleda ST-6A
64	○		Honda	Honda S600
66	○		Subaru	Subaru 1000
67	○		Toyota	Corolla Type KE10
67	○		Mazda	Cosmo Sport
69		○	Honda	DREAM CB750 Four
73	○		Nissan	Skyline H/T 2000GT-R (KPGC110)
79	○		Daihatsu	Daihatsu Charade (E-G10)
79	○		Suzuki	Alto (first model)
72		○	Kawasaki	Z1
82	○		Isuzu	117 Coupe (late design)
86	○		Isuzu	GEMINI
87	○		Nissan	CEDRIC CIMA
89	○		Mazda	Eunos ROADSTER
82		○	Yamaha	RZ250
84		○	Kawasaki	GPZ400R
91	○		Mitsubishi	PAJERO
93	○		Suzuki	Wagon R
94	○		Honda	Odyssey
97	○		Toyota	PRIUS
92		○	Honda	NR750
99		○	Suzuki	GSX1300 R Hayabusa
Total	19 vehicles	8 vehicles		

vehicle traffic). The decade was characterized by bowling (1971), pandas (1972) and Space Invader games (1979). But it was also a transition period for Japan due to the oil crises and the abandonment of the gold standard. As cars became commonplace, manufacturers began to develop technologies to address the new issues of traffic safety and environment. Launched in 1972, the "Z1" (Kawasaki heavy industries) contained what for the time was an unusual and advanced DOHC 4-cylinder engine, and became a bestseller. Thirty years later, it remains as popular as ever. The "Daihatsu Charade" (E-G10) was the world's first 4-cycle, 3-cylinder, 1,000-cc engine vehicle and created a new genre that came to be known as the "liter car." It was developed and launched in 1979 with the decade's energy-conservation needs in mind. With this, Daihatsu gave the public what it wanted: a car that was small, roomy, comfortable and economical. That same year, the "Suzuki Alto" scored a major hit with commercials offering a "standard cash price of ¥470,000 across the country." This was the car that sparked demand for light bonnet vans.

It was in the 80s that Japan's bubble economy geared up. Harajuku fashions (1980), Rubik's Cube (1980), the opening of Tokyo Disneyland (1983), the TV drama series "Oshin" (1983) and the Hanshin Tigers winning their first Japan baseball series (1985) probably still ring a bell. Electronics and high technology began making their way into cars. On exhibit at the show are cars that sum up the times: the Isuzu "117 Coupe" (late

design, 1982); the Nissan "CEDRIC CIMA" (1987); and the Mazda "Eunos ROADSTER" (1989).

And then came the 90s. Great leaps forward were seen in vehicle safety and environmental technologies as consumers began to demand products that were "easy on human beings and easy on the environment." Indeed, Japan became the world leader in these areas. A symbol of this was the Toyota "PRIUS," the world's first mass-produced hybrid launched in 1997. In the 33rd Tokyo Motor Show (Makuhari Messe) in 1999, hybrid cars were joined by fuel cell vehicles as the centers of attention.

Though the economic bubble had burst, the decade still had time for the "Juliana Tokyo" disco (1991), "Purikura" photo booths, and high school girls sporting "ganguro" fashions (extremely dark makeup) and "loose socks" (1997, 1999).

On the technology side, this was the decade in which Aibo robots emerged and mobile phones spread (1999), a precursor of the new century around the corner. In 1993, Suzuki launched the first "Wagon R," attracting new users to the minicar class. Mitsubishi's four-wheel-drive "PAJERO" (1991) opened the leisure use market, while Honda's "Odyssey" (1994) showed that vehicles could have multiple purposes and multiple ways to enjoy.

TOPICS The Tokyo Motor Show Symbolizes the Success of the Japanese Auto Industry — OICA President Speaks at the Opening Ceremony

President Bernd Gottschalk of the International Organization of Motor Vehicle Manufacturers (OICA) spoke at the opening ceremony of the Tokyo Motor Show on the 21st, representing his organization of 41 automakers from around the world. In his remarks, Gottschalk emphasized, "The Tokyo Motor Show symbolizes the worldwide success of the Japanese auto industry. It underscores from a global perspective how important Japan is as an industrial site, a source of technical expertise, an innovator and a builder of the future."

He went on to say, "Just as automakers and parts makers are already doing so in the area of hybrid technology, we are

going to see increasing partnerships among companies on technical and marketing aspects as well. The Tokyo Motor Show is a wonderful forum for exhibiting what companies are doing to address environmental and other issues."



OICA President Bernd Gottschalk speaks at the Opening Ceremony

The Official Tokyo Motor Show Fan Site on "goo" and the JAMA Official Web Site



"Official Tokyo Motor Show Fan Site" on goo
<http://motorshow.goo.ne.jp/>

Abundant information from the Tokyo Motor Show, one of the largest in the world, is distributed in real time by the "Official Tokyo Motor Show Fan Site" sponsored by "goo," one of Japan's largest portal sites. Endorsed by JAMA, the site began its pre-show campaign in September with articles on past concept cars and previews of this year's Tokyo Motor Show. Beginning with Press Day on the 19th, the site has provided a wealth of information, including summaries of press briefings and photographs of concept cars. Its blogging system allows reporters to file a wide variety of stories and impressions of the venue. The Japan Automobile Manufacturers Association (JAMA) also has a "Tokyo Motor Show Official Web Site" where the "Tokyo Motor Show News" and other information can be found.

"Tokyo Motor Show Official Web Site" by JAMA
<http://www.tokyo-motorshow.com/>

Focusing on the Creative Japanese Concept Cars

Press
Impression

Grand Reporter,
La Tribune

Mr. Alan-Gabriel Verdevoye



La Tribune is one of France's leading business newspapers, and Chief Reporter Verdevoye has covered motor shows around the world. Regarding the Tokyo Motor Show, he comments that "the technology and the parts may be wonderful, but what I'm interested in are the concept cars. The Japanese automakers have such creative concept cars that it is very fun to see them. Nissan's large mono-space 'Amenio' is incredibly beautiful. Mazda's 'Senku' concept car has great form." He gave Tokyo high marks for appealing to the general public and not just focusing on business fare.

Today's EVENTS 22-Oct-05 (Sat)

- * Traffic Moral Saver Anzenger Show**
10:30~11:00
12:30~13:00
15:05~15:35 } Festival Park in the West Rest Zone
- * Trial Demonstration**
11:45~12:15
14:20~14:50 } Festival Park in the West Rest Zone
- * Traffic Safety Talk Show**
13:15~13:45
15:50~16:20 } Festival Park in the West Rest Zone
- * Clean Energy Vehicle Test Rides**
10:30~16:30 } Special course in Makuhari Seaside Park
- * Kids Motorcycle Sports school**
10:00~12:10
14:00~16:10 } Central Rest Zone, Special Event Site, Makuhari Messe

Correction: In a caption in Vol. 2 of the Tokyo Motor Show News, we incorrectly identified the speaker as President Tadaharu Ohashi of Kawasaki Heavy Industries. It was in fact the company's Managing Director Shinichi Morita. We apologize for any misunderstandings this may have caused.

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