

The 39th

Passenger Cars & Motorcycles

TOKYO MOTOR SHOW 2005



News

vol.

4

October 23, 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。

"The 39th Tokyo Motor Show" Public Viewing Excitement and Enthusiasm as the Door Opens on the Next Generation of Cars

The 39th Tokyo Motor Show opened to the general public on October 22. Makuhari Messe was filled with excitement and enthusiasm as the doors opened on a new half-century. From the very first day, young couples, families with children, and motor fans of all ages crowded to the show to see with their own eyes what the cars of the "near future" including fuel cell vehicles and other eco-cars would be like.



The gates were thrown wide at 9:30 a.m. In spite of the overcast morning weather and patchy rain, the 6,000-space parking lot in front of West Gate 1 was filled almost to capacity before the show even opened. Every gate had long, long lines of mostly young people sporting backpacks and keeping close watch on the time. The man at the front of the line at West Gate 1 had driven in all the way from Yamanashi. "I've been in line since five o'clock to see the new models that I've heard so much about," he said enthusiastically.

After undergoing security checks to prevent issues including terrorism, the young people jogged off to the next-generation cars they had been waiting to see. It was not very long before they were standing two and three deep to snap digital photographs of the world premiere Lexus "LF-Sh," not to mention

the Nissan "GT-R PROTO" and Honda "FCX CONCEPT."

Next door at the Chiba Marine Stadium, the first game in the Japan Series professional baseball championships began at 6:15 p.m. Among the visitors were many Hanshin Tigers fans who headed towards the stadium afterward. One told us, "I took the bullet train from Osaka this morning to cheer the team. I arrived a little after noon and was able to take in the Tokyo Motor Show too. This is my luckiest day ever."

With the Japan Series and the Motor Show, the area around the local Kaihin Makuhari Station on the JR Keiyo Line was more congested than it has ever been in recent memory. But inside the hall, everything was calm and the show ended its first day at 7:00 p.m. without incident.

Clean Energy Vehicle Test Rides



Makuhari Seaside Park, near Makuhari Messe, is the site of clean energy vehicle test rides, an opportunity for visitors to gauge the feel of a number of next-generation energy cars.

Seven exhibitors provided vehicles: Toyota; Nissan; Honda; Mitsubishi; Mazda; Subaru; and DaimlerChrysler. A total of 13 are available to ride: 5 fuel cell vehicles; 5 hybrid cars; 2 electric cars; and 1 hydrogen vehicle. This is the second time the Tokyo Motor Show has offered clean energy vehicle test rides; they began with the 37th show in 2003. The event has quickly become one of the most popular parts of the show, offering the public a rare opportunity worldwide to experience the cutting-edge, new-energy vehicles of the future.

The three Toyota and two Honda hybrid cars are already on

the market. Toyota also provided a fuel cell vehicle and fuel cell bus, while Nissan, Honda and DaimlerChrysler provided 1 fuel cell vehicle each. Electric cars from Mitsubishi and Subaru and a hydrogen rotary car from Mazda were added this year to round out the lineup.

The passenger cars run on a special 500 m course within Makuhari Seaside Park; the fuel cell and hybrid buses serve approximately 2 km of public roads in and around Makuhari Messe. Test ride sign-ups take place on the east side of the South Rest Zone, with tickets being passed out on a first-come first-served basis for each ride time. The limited number of spaces available ensure that the lines never die down in front of this counter.



Test rides on a 500 m course



And they're off! The signal is given to start the rides

The Ishii family rode in a Mitsubishi's "Colt-EV" and were very satisfied with how quiet electric cars are. The son, Toshikazu, said, "I was really surprised at the EV's quietness and lack of vibration. And it had pretty good acceleration too!"



The FCHV-BUS makes a 2 km circuit that begins and ends at the side of Makuhari Messe



Cars are driven by trained drivers

The test rides are popular with a wide range of visitors, from young car lovers to families with children. Most are amazed at how quiet fuel cell vehicles and electric cars are when they accelerate. Hydrogen-powered vehicles are popular as well because they represent a new form of energy. When it comes to the hybrids, passengers tend to check them out from a potential buyer's perspective since these vehicles are already on the market.

All of the clean energy vehicles used in the test rides have ordinary license plates and are qualified to drive on the roads. It may not be too long before this advanced technology becomes commonplace.

List of Clean Energy Vehicles Available for Test Rides

Type	Make	Model
Fuel cell vehicle	Toyota	FCHV
	Toyota	FCHV-BUS
	Nissan	X-TRAIL FCV
	Honda	FCX
	DaimlerChrysler	F-cell
Hydrogen vehicle	Mazda	RX-8 Hydrogen RE
Hybrid vehicle	Toyota	Kluger Hybrid (2)
	Toyota	Harrier Hybrid
	Honda	CIVIC Hybrid
	Honda	Insight
Electric vehicle	Mitsubishi	Colt-EV
	Subaru	R1e

Makuhari Gets a Hydrogen Station



A hydrogen station has been set up on land owned by Chiba Prefecture just to the west of Makuhari Messe to provide refueling for fuel cell vehicles, which use hydrogen in their batteries, and for the hydrogen-powered car.

It is operated by "JHFC* Ome Hydrogen Station," a facility normally located in the Ome area of Tokyo. The station is a "loaner;" it rides on a trailer and will be in Makuhari only for the Tokyo Motor Show.

Its plant is designed and operated by Babcock-Hitachi. Ordinarily, the station operates as a team consisting of a hydrogen production vehicle that makes hydrogen by modifying natural gas and a pressurized hydrogen vehicle that fills the car's hydrogen tanks. For the show, however, only the pressurized hydrogen vehicle is on hand. The hydrogen has been put in high-pressure tanks ahead of time to minimize downtime for the test-ride vehicles.

Plant Engineer Masazumi Yamagami said, "I refuel vehicles every day. From a long-term perspective, I think hydrogen should be used as the next generation of energy. It's very gratifying that the general public is able to see what we're trying to do." The Tokyo Motor Show is not just a place to see advanced automotive technology. The latest in energy technologies are also on display.

* The "Japan Hydrogen & Fuel Cell Demonstration Project" conducted by the Ministry of Economy, Trade and Industry

**Voice
from
Customer**

A Great Place to Compare Environment-Friendly Cars

Mr. Shiro Suzuki
(33, self-employed)



Mr. Shiro Suzuki drove in from Kumagaya, Saitama in his Primera. He loves cars and enjoys taking day trips on the weekends. "Driving relieves my stress," he explains. His impressions of the show? "The hall is very bright and it's exciting to see the booths."

Mr. Suzuki was particularly attracted by the Lexus booth. "I fell in love with the 'GS450h,' the first luxury sedan in the world to have a hybrid engine."

He goes on, "The next car I buy is going to be an environment-friendly hybrid car with good fuel economy." The Tokyo Motor Show appears to be a great place to compare environment-friendly cars.

Trial Demonstration

Spellbound by "Superhuman" Feats

Taking it right to the fence. Their talk as they rode entertained the cheering audience.



	First show	Second show
Oct. 22-25, 27	11 : 45 -	14 : 20 -
Oct. 26	11 : 30 -	13 : 55 -
Oct. 28	11 : 30 -	14 : 20 -
Oct. 29, 30	11 : 20 -	14 : 55 -

The "Trial Demonstrations" take place in Festival Park, next to the West Rest Zone. "Trials" are off-road motorcycle competitions that make use of natural topography like hills and rocks. It is a competition on technique rather than speed.

Those skills are being demonstrated at the Tokyo Motor Show by Mr. Naoki Kobayashi and Mr. Motoharu Honda, two of Japan's top riders. They nonchalantly pulled "wheelies" (riding and stopping with the front wheel of the bike raised) and "jackknives" (stopping with the rear wheel raised). Then they went on to advanced techniques like "giant wheelies," where the front wheel is raised so high that the top of the rear fender almost touches the

ground, with the audience enthusiastically applauding each feat.

Audible gasps could be heard when they raced up a slope to the top of a 4 m cargo truck and whipped the bike back around to face the audience.

Other crowd pleasers included the "seesaw" where the rider goes up and down with one leg in the air and the "crank" where they rode up and down a mock rock. The key point in all of the techniques is never, ever to let the feet touch the ground. "I've been a fan for a long time, and it always excites me no matter how often I see it," said Mr. Hiroshi Kashiwagi of Chiba.

Chances to see this level of skill this close up don't come often.

TOPICS

Visitor bag checks keep security tight



Bag checks at the gates are an important part of the show's security. All visitor bags are subject to visual inspection of their contents. English-speaking guards are stationed at all six gates for the increase of international visitors.

Inspecting bags at North Gate 3

Convenient readmission wristbands allow visitors to come in and out as they like

If you're headed towards the popular clean energy vehicle test rides (Makuhari Seaside Park and other locations), you need to have a readmission wristband, which you can pick up at any of the exits. They're also convenient for those who would rather have lunch outside. Wristbands are color-coded and can be used for one day only.



Color-coded readmission wristbands are good for one day only

Today's EVENTS

23-Oct-05 (Sun)

* Traffic Moral Saver Anzenger Show

10:30~11:10

12:25~13:05

15:00~15:40

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

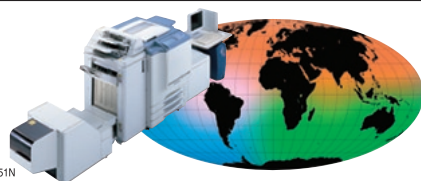
10:00~12:10

14:00~16:10

Central Rest Zone, Special Event Site, Makuhari Messe



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October 22 visitors **84,400** persons
Total visitors **127,400** persons

Tokyo Motor Show News Vol.4 October 23, 2005

Publisher: Public Relations Office
Japan Automobile Manufacturers Association, Inc.
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