

The 39th

Passenger Cars & Motorcycles

TOKYO MOTOR SHOW 2005



News

vol.

5

October 24, 2005

第39回東京モーターショー2005 乗用車・三輪車

"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。

Achieving Both "Ecology" and "Emotion"

TOYOTA



The Toyota booth attracts crowds to see its 7 reference exhibits, 16 market vehicles and advanced technology displays



bB CONCEPT is a collaboration between cars and music

The new i-swing personal mobility vehicle takes another step forward the individual

Toyota Motor continues with the theme "Eco & Emotion." It has five World Premieres and one Japan Premier at its exhibit, all illustrating how care for the environment can be combined with driving excitement and fun. All of the premieres are reference exhibits.

The phrase "Zeronize & Maximize" embodies its vision for minimizing the automobile's environmental and safety negatives and making the most of driving pleasure and comfort. The Fine-X is a fuel cell hybrid that uses the most advanced Toyota technologies available to achieve this vision. The much awaited fuel cell system consists of a proprietary FC stack and a 70 Mpa (approx. 700 atm) pressurized hydrogen tank. The vehicle is already capable of running.

Its exterior design philosophy is called "Vibrant Clarity," and it is used to create a distinctive, revolutionary one-form silhouette. The gullwings open wide for entry and exit, while the powered "Welcome Seat" and the variable lighting that produce

a relaxing effect on the instrument panel and door trim illustrate Toyota's insistence on hospitality. Its total length of 3,860 mm is roughly the same as the 1st model, but the interior space is on par with a Camry.

The Fine-X is also notable for its freedom of movement, which gives it a flexibility that conventional cars cannot match. In-wheel motors built into all four wheels allow each to move independently, so that independent steering of individual wheels can be combined with the large-angle steering system to make maneuvers like parallel parking a snap. All one has to do is switch between "front-axle/rear-axle turning mode" and "directional change mode." For U-turns on narrow roads, there is an "on-the-spot turning mode" as a third alternative. The Fine-X also comes with ITS technology that is able to monitor the entire perimeter of the car thanks to cameras mounted on the front, sides and rear.

Advanced Hybrids and Human-Like Mobility Vehicles



The Fine-X fuel cell hybrid vehicle offers maneuverability and an advanced accident avoidance system



The FSC explores a new category that combines the sedan with the minivan



The RAV4 CONCEPT

The stylish new ESTIMA HYBRID CONCEPT minivan combines the THS-II with electrical 4WD

In 1997, Toyota launched the Prius, the world's first mass-produced hybrid car. Since that time it has positioned hybrid technology as "a key technology for the 21st century," and in 2003 launched the second-generation Prius featuring the new THS-II hybrid system, built around the concept of "hybrid synergy driving." The THS-II is extendable to a wide range of vehicles because of the latitude that it offers designers in setting its ratio between environment-friendliness and power. It is already available on SUVs like the Harrier. The ESTIMA HYBRID CONCEPT at this year's motor show raises expectations that it will be applied to minivans soon as well.

The concept version has a newly developed platform and, compared to the current Estima Hybrid, offers higher motor

output and a higher voltage electrical system that bring the entire vehicle's energy management controls into a new stage of evolution. The instrument panel features a new energy meter that indicates how much energy is being consumed by driving, air-conditioning and electrical equipment so that the driver understands how gasoline is being used at any time. Also notable is the "super-relaxation space" that electrically folds up the third row of seats and stores them in the floor, allowing the second row of seats equipped with leg rests to take a long slide back and make the most of the extra room.

The i-swing is one of the big stars at the Toyota booth. This is the latest in a line of personal mobility vehicles that Toyota has exhibited. The first was the pod that was brought to the 2001 Tokyo Motor Show, followed by the PM in 2003 and the i-unit that was shown at the Aichi Expo in 2005. Where the i-unit concentrated on giving individuals maximum freedom of movement, the i-swing offers a smaller, softer body that is able to move as freely as human beings and is better suited to ordinary life. Of particular note is the fact that Toyota chose not to base it on the i-unit itself.

In fact, the body is not so much something to "ride" as it is to "wear." Eye level in the i-swing is the same as a standing person, so you can carry on a conversation with someone walking next to you. The low-impact polyurethane absorbs collisions while the cloth body exterior can be changed at will and customized like a favorite outfit. There is a full color LED display for displaying videos and stills downloaded from the Internet on the front door that folds in two when opening, as well as on the triangular panel on the backside, giving the driver a new means of personal expression.

When driving on ordinary roads, the i-swing switches from two-wheel to three-wheel mode. The vehicle can be operated in both stick and pedal modes too. It feels something like skiing and keeps the body in a very natural posture, leaning forward during turns and accelerations and leaning backwards during braking. It even contains A.I. communication that learns and adapts to the driver's habits and preferences.

Briefing column



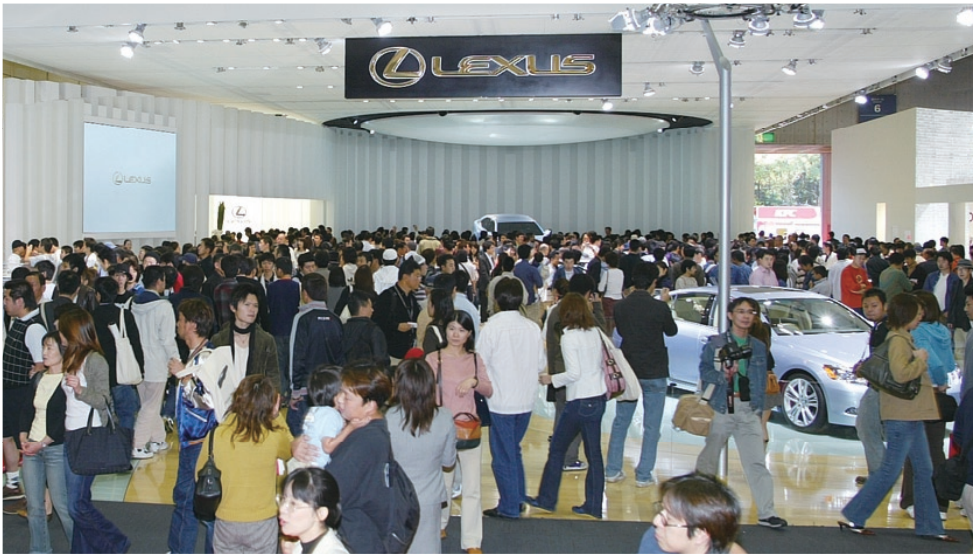
*Even if the flowers have not yet blossomed,
the seeds have been planted*

President, Toyota Motor
Katsuaki Watanabe

We kept with the theme "Eco & Emotion" because automobiles are an essential component in addressing the social issue of protecting our environment, and it is also a very attractive product that has the ability to stir the emotions of those who ride it. Toyota recognizes the need to achieve both of these aspects.

Our concept, and my own personal dream, is to create "a car that makes the air cleaner the more it is driven, that improves people's health the more they ride in it and that does not cause accidents." The reference exhibits we have at the show this year certainly do not represent the "full flowering" of this idea, but we are definitely on our way.

“Excitement” and “Comfort” at the “Core of Luxury” — Lexus booth



Hospitality and elegance at the Lexus booth

Toyota’s Lexus luxury brand is a bit conspicuous even at the Tokyo Motor Show. The Toyota group occupies close to half of the Central Hall, and Lexus has its booth right alongside Toyota. The booth is designed with the same high-class format that is found at major Lexus dealerships around Japan, with the emphasis on refined manners, hospitality and elegant atmosphere.

Lexus appeared on the Japan market at the end of August and seeks to position itself as a new global premium brand for the 21st century. In the first month of sales, it received orders for 4,600 vehicles, approximately 4 times what it targeted. There is nothing quite like the Tokyo Motor Show to accelerate this power. During the press briefing held prior to public viewing, Managing Officer Takeshi Yoshida gave a speech in which he said, “We are looking for the core of luxury, a combination of excitement and comfort that goes straight to the heart. These

are the values that we want to deliver.”

Lexus has a total of five vehicles on display, including the IS 350 and SC 430, which are already available on the market. On the main stage is the LF-Sh, a reference vehicle that has garnered a tremendous amount of attention. Not only is it a luxury sedan, it also contains the world’s first V-8 hybrid system. Its AWD communicates road feel without wasting driving force to give the LF-Sh sharp, crisp handling and safety. Where the vehicle stands out is its ability to combine driving pleasure with environmental performance. Also at the show is the GS 450h, the world’s first premium sedan to use a hybrid engine and scheduled to go on sale shortly. By combining a new fuel injection system with a high-performance motor, the vehicle offers excellent acceleration and low fuel consumption.

The LF-A is a premium two-seater sports car. It is a standout in the booth for its styling, which adds a new level of polish to the Lexus “L-Finesse” design philosophy.



The LF-Sh on the main stage



The dynamic styling of the LF-A

記者の国

I want to tell people in my country not just about cars but about professionalism



Phrommin Ngamjansri, Reporter
Nation Multimedia Group (Thailand)

I’m surprised and excited, my heart and my head are full. It’s hard to believe the scale of the Tokyo Motor Show, how much is on offer at the booths and how much is done for the media. It is professional in every aspect. I don’t want to just give people product introductions and write articles about “there was such and such a car at such and such booth.” When I return to Thailand I want to communicate the emotions I felt at the show. I look forward to seeing motor shows in Thailand develop into something this wonderful. I’d like to stay for the entire period, but I can’t, so in the short time that I have here I want to learn about Japanese professionalism and ways of doing things and put it to use in my own job.

Kids Motorcycle Sports School

First Rides: Parents as Excited as Children



The school will lend you everything you need, including helmets, knee pads, long sleeve shirts and long pants

Dad releases the bike—coasting is a breeze!

After a few minutes training, school children who have never experienced anything other than a bicycle are able to ride single file through the course



ing without the engine turned on.

Once everyone can ride without putting their feet on the ground, it's time to start the engines and follow the instructor, the kids riding entirely on their own. Parents look on, with smiles on their faces.

Capping off the event is a single file drive around a pylon mini-course at speeds approaching 30 kph. For most children, this is their first time ever driving something with an engine and they beam with joy as they take their laps. And for many families, it is also a chance to deepen ties and affection.

A total of six classes are offered in both mornings and afternoons. Because the class is extremely popular, advance on-site reservations are required.

Every Saturday, Sunday and holiday during the show period, the Kids Motorcycle Sports School holds classes at the Central Rest Zone near North Gate 2.

The school is operated by the Nippon Motorcycle Association as part of its social outreach program and travels to many parts of the country. It is extraordinarily popular because it offers any elementary school child who is able to ride a bicycle without training wheels the opportunity to get on a real motorcycle.

Another feature of the school is that it is for parents and children. The children and parents are at center stage, with instructors providing support. Class begins with an explanation of the basic functions of the motorcycle, such as what the throttle and brakes do. Then Mom and Dad help the child to master coast-



High-Speed Color Printing Delivers the "Tokyo Motor Show News"

The "GC-51N On-Demand Publisher" at the Konica Minolta Booth



"C-51N" prints newspapers from around the world in real-time

The "Tokyo Motor Show News" is published daily by JAMA and distributed throughout the show. Its four pages cover exhibitor booths and events and provide visitors with a quick glance at what is on the menu for the day.

Behind the scenes making it all possible is the "C-51N On-Demand Publisher" that can be seen at the Konica Minolta booth in the Central Mall. The unit not only prints 51 full color A4 pages per minute, it is also able to collate and bind volumes of up to 80 pages, everything from two-fold community newsletters to three-fold product catalogs.

The Konica Minolta booth has net contracts with 300 newspapers from around the world and uses the "C-51N" to print them out in real-time for visitors. This demonstration of its prowess has wowed and excited many of the show's international visitors.

Today's VIP

Ambassador Dato Adnan Buntar
Brunei Darussalama

Today's EVENTS

24-Oct-05 (Mon)

*** Trial Demonstration**

11:45~12:15 } Festival Park in the West Rest Zone
14:20~14:50 }

*** Traffic Safety Talk Show**

12:50~13:20 } Festival Park in the West Rest Zone
15:50~16:20 }

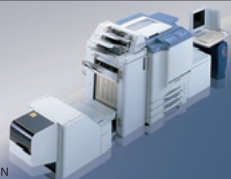
*** bay fm live program**

13:30~14:00 } Festival Park in the West Rest Zone

*** Clean Energy Vehicle Test Rides**

10:30~16:30 } Special course in Makuhari Seaside Park

* Schedules subject to change depending on weather.



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Total visitors **235,000 persons**

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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

