

The 39th

TOKYO MOTOR SHOW 2005

Passenger Cars & Motorcycles



News

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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 and "Zoom-Zoom"



The Mazda booth features advanced environmental technologies as well as its trademark "Zoom-Zoom"

The Mazda booth is full of unique ideas on how to achieve both environment-friendliness and the company's trademark "Zoom-Zoom" driving. Among the highlights are: direct injection technology for the straight-4 engine; progress on the development of hybrid vehicles; and progress on the commercialization of hydrogen-powered rotary engines. The exhibit contains a total of 22 vehicles, including three concept cars and three cars slated for sale and lease.

The Mazda Senku, which bills itself as a "four-seater rotary-engine powered sports car for adults," is making its world premiere. Its direct-injection RE hybrid system combines a next-generation gasoline-fueled direct-injection rotary engine with a hybrid unit to offer the driver both high output and low fuel consumption. Like other Mazda sports cars, it has an ideal 50:50 front/rear weight distribution.

The design concept is described as "sharpness and mellowness." It features an Ingot Silver body that looks like freshly-cast steel and large "flying wing" power sliding doors on both

sides. The headlights and door mirrors are integrated with the body, and the interior is done in jet black and crimson red to give it a sporty yet refined touch.

The Premacy Hydrogen RE Hybrid explores the potential of hydrogen rotary engines of the future. It is notable for using an "FF layout" that arrays the hydrogen rotary engine and the hybrid unit transversely. The result is a spacious interior, which is attractive all by itself, and a dual-fuel system that allows the vehicle to be powered by either hydrogen or gasoline. Mazda says the car will be commercialized in three years.

Closer to launch is the All New MPV. It carries on the Mazda DNA of fun driving, and uses it to bring a touch of sophistication and excitement to the minivan category. The powered train is made up of a 2.3 L direct injection turbocharged engine and a six-speed automatic transmission for environmental performance and driving flair. The New MPV targets repeat customers who are ready to trade in their current minivan for the next generation.

Direct Injection, Hybrids, Hydrogen RE



The Mazda Senku shows the company's resolve



The Premacy Hydrogen RE Hybrid can run on hydrogen or gasoline



The Mazda MX-Crossport is a crossover concept car that combines the sports car with the SUV



The All New MPV is the next in Mazda's minivan line

Inside, you will find leg rest functions for the second row of "Super-Relax" seats and a further evolution of the "floating seat" that has proved popular on current models, guaranteeing comfort on long drives.

The Mazda MX-Crossport had its world debut at the North

American International Auto Show held in Detroit in January 2005, and it is finally making its way to Japan. This crossover car combines sports and SUV values, but its "Advanced Frontier" design concept places it more in the sports car category than the SUV or crossover, as can be seen by the bold body lines and styling.

Still, the unique shape tells people at a glance that this is very much a Mazda, with its interior full of the "Zoom-Zoom" spirit. One example is the Three Panel Display system. The hemispherical monitor is located above the center console and to the immediate right of the steering wheel, and its touch panel functions make it intuitive to use and entertaining as well.

Mazda is planning to make active use of direct injection as its main engine of the future. Its first entry will be an SU-LEV-compliant high-powered turbo engine on the Mazda Speed Atenza. More than 70% of the passenger cars sold in Japan are SU-LEV compliant, and the ratio exceeds 90% when U-LEV cars are included.

Another Mazda proposal at the show is the "Smart Idling Stop System." Based on the direct injection system, it prevents the engine from idling when not in use, but allows it to restart quickly and quietly without using the motor.

When the engine is stopped, fuel is injected directly into the cylinders to ignite, and the energy is used to push down the pistons and restart. Not using the motor improves fuel consumption, but the technology is also very quiet and quick. Mazda President Hisakazu Imaki says, "We want to commercialize this technology within three years."

Briefing Column



See the results of four years of "Zoom-Zoom"

Hisakazu Imaki

President and CEO, Mazda Motor

Looking back, it was at the Tokyo Motor Show 2001 that we announced our "Zoom-Zoom" product concept. Over the intervening four years, Mazda has offered "Zoom-Zoom" vehicles in many categories, helping to bring "driving fun" to all of its customers. For example, Atenza, Axela, Demio, Verisa, and of course, the RX-8 and new Roadster, which are sports cars that provide pure expression of the Mazda brand. And let us not forget our Premacy minivans. All of these cars embody the Mazda spirit. The All New MPV brings together all of the next-generation technologies that we have been introducing since the Atenza and rounds out our "Zoom-Zoom" lineup of domestic models.

FORD World Premiere of the "Equator Concept" Developed for the Asian Market



The Equator Concept World Premiere

The Ford booth includes the Equator Concept World Premiere. Ford is known for its emphasis on the SUV, but the Equator Concept with its sophisticated aerodynamics, has such an ideal aero form that it is hard to believe it is actually an

SUV. It comes to the show painted in a bright "First Light Orange" to evoke the sun emerging from the equator.

The most popular part of the Ford exhibit is the 2006 Focus WRC Concept that will be entered in the 2006 World Rally Championships (WRC). Based on the new Focus, its aggressive design comes from the expertise that Ford has gained by its participation in the top category at the pinnacle of motor sports. The innovations will be fed back into the ST series and other street models. The Vignale Concept bears the name of famed Italian designer Alfredo Vignale. It is the kind of car you want to touch the moment you see it, and it represents the future design vision for the Focus series.



The Vignale Concept shows the future of the Focus

VOLVO The C70 Cabriolet, a New Evolution in the Premium Convertible

VOLVO

Volvo's highlight is the New Volvo C70. Jointly developed with Italy's Pininfarina, it is assembled at the plant in Uddevalla, Sweden. With a retractable hardtop and seats for four, it represents the latest evolution in the premium convertible.

The design was chosen out of a competition between Volvo design studios in Sweden, Spain and California. While emphasizing the traditions of Scandinavian design, it brings a new and attractive harmony to form and function. Its proportions are classic, but this is very much a modern Cabriolet, as can be seen from its retractable hardtop that splits into three parts as it

folds down.

The straight-5 engine produces 220 hp and a maximum torque of 320 Nm. The rear has been boldly cut, and there are the characteristic Volvo tail lamps. The sound system deserves mention too. The C70 bears the ultra-premium "Dynaudio" label on its dashboard and sounds great whether the roof is up or down.



The C70 Cabriolet, classic yet modern

Briefing Column



Fredrik Arp

President and CEO, Volvo Car

This is my first motor show since being appointed president, and Japan is one of Volvo's most important markets. Over the next 18 months, Volvo plans to introduce at least five new models to Japan, and I am confident that our lineup will be more attractive than ever.

JAGUAR Elegant, Premium Coupés Wrap High Technology in Classic Bodies



The new Jaguar XK

The new Jaguar XK makes its Japan Premiere. This premium car brings a classic, elegant design to its lightweight aluminum body, but inside it is all high-tech with an improved 4.2 L V-8 engine and a high-performance antilock braking system.

LAND ROVER Range Rover Sport for Refined Road Performance



Range Rover Sport is a completely new departure for Land Rover: a sports tourer SUV. It will go on sale in Japan on January 14, 2006. The car traces his lineage directly back to the Range Stormer concept car that received rave reviews at the 2004 Detroit Motor Show. Its performance and design will make you want to get in and drive every time you see it.



Range Rover Sport

SPECIAL EVENT

Talk Show Highlights Traffic Safety "Don't Forget Your Seat Belts Even in the Backseat"



The Beam comedy duo (left) and riders Motoharu Honda and Naoki Kobayashi talk about the importance of buckling up in the backseat



The electric screen bore the figure "7.5%." "Do you know what this number is?" the audience was asked. There were many blank stares and shaking heads. The number represents the percentage of people who fasten their seatbelts in the back seat when riding on ordinary roads. It is extraordinarily low, especially compared to the more than 90% who buckle up in the driver's seat and nearly 80% in the passenger's seat.

The Traffic Safety Talk Show takes place at Festival Park in the West Rest Zone. On stage were motorcycle riders Naoki Kobayashi and Motoharu Honda together with a popular young comedy duo. The show provides break times to allow children and adults alike to learn new facts about traffic safety, including the importance of using seat belts in the backseat. It also provides an opportunity to reconfirm driving safety and manners, things that are entirely too easy to forget.

SPECIAL CORNER

New "Aero RC" Miniature Radio Controlled Cars Children and Grown-Ups Enjoy the Tomica Corner



The "Tomica Corner" has been coming to Makuhari since the 35th Tokyo Motor Show. This year, the miniature car exhibit is located on the second-floor Esplanade in the North Hall. Mini cars are on sale there too. Tomy has gone all out for this year's exhibit to celebrate its 35th year of the Tomica.

In addition to commercially available models, the display

Loved by children
and grown-ups
alike

The new
Aero RC



features not-for-sale special spec models and unique mini concept cars. There is also a model of the production line to explain the process of mini car manufacturing. To commemorate the 35th year of the Tomica miniature car, Tomy is raffling off a Subaru R1.

New to the show this year is the Aero RC build-it-yourself radio controlled car. The body may be small, but the two-channel acceleration and steering controls make it easy to maneuver over flat surfaces. The reasonable ¥1,050 price tag helps these cars fly off the shelves.

Today's EVENTS 27-Oct-05 (Thu)

* Trial Demonstration

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

* Traffic Safety Talk Show

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

* 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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