

The 39th

# TOKYO MOTOR SHOW 2005

Passenger Cars & Motorcycles



## News

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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。

## Expressing Mitsubishi Values By Returning to the Basics



The exciting, dynamic Mitsubishi Motors booth

The exciting, dynamic Mitsubishi Motors booth is located on the west side of the Center Hall. The company's new communication theme in Japan is to pursue the origins of car engineering. Its exhibit features 17 vehicles, including near-future concept cars, proprietary technology for next-generation electric cars, motorsports vehicles, barrier-free vehicles and a wide variety of market vehicles. The company focuses on clearly articulating the Mitsubishi values of "driving pleasure" and "utmost safety."

At the entrance near the central passageway is a Pajero Evolution, the same model as the 2005 Mitsubishi entry in the Paris-Dakar Rally, a grueling motor race where Mitsubishi has distinguished itself with a number of decisive victories. Next to it is a Lancer WRC05, the same model as Mitsubishi entered in

the FIA World Rally Championships (WRC). This area attracts passionate rally fans trying to snap photographs, and Mitsubishi's motor sports corner is constantly filled with people. The corner is so popular that the booth staff had to work hard to keep the crowds flowing smoothly.

Of the 17 vehicles on display, only four are concept cars, and that includes the reference exhibits. Leading the way are two concept cars that have been unveiled to the world at the Tokyo Motor Show: the MITSUBISHI Concept-X, the embodiment of the company's "driving pleasure" philosophy, with sporty styling and a 4WD-based S-AWC system for the ultimate in vehicle dynamics control; and the MITSUBISHI Concept-D:5, the embodiment of "utmost safety," with high mobility and function that can handle off-road driving.

# Distinguishing Itself with “Driving Pleasure” and “Utmost Safety”



The MITSUBISHI Concept-X was designed for “driving pleasure”



The Outlander was just announced on October 17



The key concept for the “i” was “innovative new-age minicar”



Mitsubishi Concept-D:5 embodies “utmost safety”

The large screen on the main stage comes packed with the latest in video technology. At the center are the MITSUBISHI Concept-X and the MITSUBISHI Concept-D:5. The former evokes an image of the next generation of the famed Lancer Evolution and represents the pinnacle of “driving pleasure;” the latter is a concept model of the next generation of Delica and embodies the values of “utmost safety.” Front right is a reference exhibit of the new “i” minicar.

The defining concept for the “i” is “innovative new-age minicar,” and the values it offers differ significantly from those of conventional vehicles. The “i” has three objectives: a marriage between original exterior lines and roomy interior

living space; all-directional crash-worthiness; and athletic performance and a classy ride. Mitsubishi adopts a “rear midship layout” in order to build these three core values into the space limitations dictated by minicar dimensions. Senior Executive Director Tetsuro Aikawa, who oversees Mitsubishi’s new product development and environmental units, emphasized, “We want to establish a market for premium minicars, to provide a new option to people who want the ultimate in reliability, quality and design from compact cars.”

At the left side of the main stage is the Outlander, which was just announced on October 17. This new midsize SUV is equipped with a newly developed platform and power train. It adopts much of the technology developed for the Lancer Evolution, and goes beyond the bounds of conventional off-road-oriented SUVs to achieve excellent on-road comfort and performance as well. It is offered in a seven-passenger version, with a third row of seats tucked away in the floor for those times when two more people need to ride. As a full-fledged on-road SUV with excellent utility and performance, it is one of the highlights of the booth.

No visit to the Mitsubishi booth would be complete without stopping at the technology zone. The Lancer Evolution MIEV is the next generation in electric cars, combining environmental credentials with extraordinarily fun driving. Be sure to check out the cutaway model of the MIVEC engine too. It is in this part of the booth that you see Mitsubishi’s ambition and pride as it seeks out innovative, original technologies.



The cutaway model of the MIVEC engine in the technology zone

## Briefing Column



*All of our technology and passion directed towards core Mitsubishi values*

**Osamu Masuko**  
President, Mitsubishi Motors

What do people want from the cars of the future? What does society expect from us? What can Mitsubishi Motors do to address these needs? We want to direct all of our technology and passion towards core Mitsubishi values so that we can offer our customers the driving enjoyment and mobility that are the essential attractions of automobiles, together with the safety and durability that will enable them to drive our cars with complete peace of mind for years to come.

We want to get back to the basics in car manufacturing, and we have embodied these concepts and ambitions in our exhibit for the Tokyo Motor Show. We hope you will come by.

# Mercedes-Benz

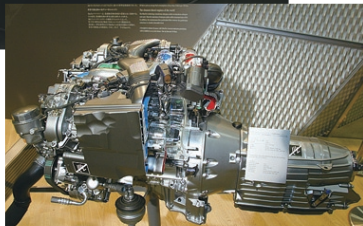
## New Fuel-Cell/Diesel Hybrid Passenger Car Engines on Display



Mercedes-Benz



The Mercedes-Benz F600HYGENIUS Research Car fuel cell vehicle



The diesel hybrid engine

Mercedes-Benz has several new engine concepts on display: the F600HYGENIUS Research Car that represents a new evolution in fuel cell vehicles; the new S-Class; reference exhibits of R-Class and B-Class models that are scheduled for launch; and two Advanced Power hybrids: DIRECT HYBRID (gasoline hybrid) and BLUETEC HYBRID.

F600HYGENIUS employs a zero-emissions fuel cell system with maximum output of 85 kw/115 hp, 34.5 km per liter fuel economy, and a maximum range of more than 400 km.

Both of the Advanced Power models are built on an S-Class base and use a mild hybrid system consisting of electric motors and emissions cleaning technology. Of particular note is the BLUETEC HYBRID that has a newly developed 3 L V-6 diesel engine and high-torque electric motor. It uses selective catalytic reduction (SCR) to cut NOx (nitrous oxide compound) emissions by approximately 80%. At his press briefing for the Tokyo Motor Show, Mr. Dieter Zetsche, the next chief executive of DaimlerChrysler, formally announced that the diesel hybrid would be launched on the Japanese market in 2006.

The new S-Class represents the first full model change for Mercedes' luxury sedans in seven years. On display are the S500 Long and the S600 Long, and they come complete with advanced technologies and new structures.

The R-Class is a trend setter that integrates the strong points of the sport sedan, station wagon, MPV and SUV categories. The B-Class is a revolutionary concept car that offers the dynamic design of a sports sedan, the body size of a compact car, the roominess of a station wagon, and the utility of a minivan.



The trendsetting R-Class

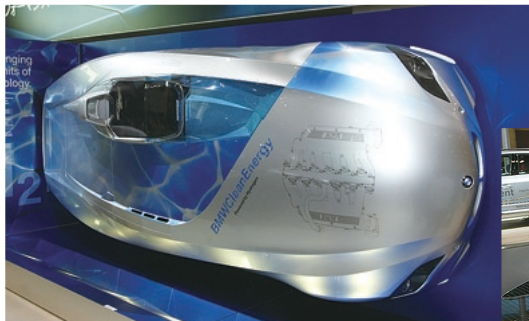
# BMW

## Hydrogen, Hybrids, Upcoming Launches

BMW's theme is "Leadership in Performance and Precision," and it brings three concept cars to the Tokyo Motor Show, including a hydrogen vehicle and a hybrid.

The H2R hydrogen vehicle has set nine world records for its class. It comes with a 12 cylinder engine that achieves maximum output of 285 ps and a maximum speed of 302.4 kph.

The BMW Concept X3 EfficientDynamics utilizes active hybrid drive technology. The BMW Z4 Coupé Concept Car is a two-seater sports car developed out of the distinctively-sculpted Z4 Roadster.



BMW's H2R hydrogen vehicle



The BMW Z4 Coupé Concept Car, a two-seater sports concept



# Chrysler

## The "Chrysler Akino" Named for a Japanese Woman



The world premiere of the Chrysler Akino

Chrysler has attracted attention for its Chrysler Akino concept car, a World Premiere vehicle that was named for a Japanese woman. The unique artistic sculpting of the vehicle is the work of Ms. Akino Tsuchiya, an interior and exterior designer who works for the Chrysler Group's Pacifica Design Studio.

# MINI

## Three New Models in the MINI Family



MINI has three new models to add to the family, all of them with the same originality and personality that characterizes MINI drivers in general: MINI Seven; MINI Park Lane; and MINI Checkmate.



Also on display are the MINI Concept Tokyo and MINI Cooper S Convertible JCW.

The MINI Seven concept car

# Environment Minister Koike: "Impressive Progress on Environmental Technology"



Test riding Nissan's Pivo electric car

Environment Minister Yuriko Koike visited the Tokyo Motor Show on the morning of October 27, touring the passenger car booths and placing particular attention on environmental technology.

She began with the Civic Hybrid at the Honda booth in the East Hall and moved from there to all of the major automakers, listening to explanations of their environmental technologies and concept cars.

At the Nissan booth she test rode the uniquely-designed Pivo electric car to get a feel for the latest technology. She was very interested, commenting, "I would have liked to drive it myself (if I had time)." Environmental technologies being one of the



Environment Minister Koike listens to a technology explanation

major focuses of the show, there was much for her to see. At a press conference after her tour, she said, "Hybrids have achieved even better fuel economy and fuel cell technologies are becoming more refined," and she expressed her hope that Japanese automakers would take the lead in developing environmental technologies for the world.

## The Motor Show Song

The "Automobile March" may bring back memories for some. It was composed to celebrate the Japanese automotive industry 50 years ago and first heard at The 1st Tokyo Motor Show that was held in Hibiya Park, Tokyo in 1954.

It was sung by Atsuro Okamoto, one of the biggest stars of the period, and released by Columbia Records. The song was played at every show until it moved to Harumi (Tokyo International Fair Grounds).

You can hear it from the monitors arrayed throughout the show venue, and also view footage from the first show. We have brought the song back as part of our 50th anniversary celebrations and we hope you enjoy it.

Tokyo Motor Show Song (translation)

Lyrics: Hachiro Sato  
Music: Yuji Koseki

### Automobile March

Atsuro Okamoto  
Columbia Chorus  
Columbia Orchestra

1. The smell of the tide deep in the mountains, automobile, automobile  
The scent of the forest on waves at the wharf, automobile  
Yesterday the boat-song of gulls, automobile, automobile  
Today the love song of the white-eye, automobile  
Moving briskly along the trails connecting every corner of the land
2. Around the hill and through the forest, automobile, automobile  
Sun gleaming off the body through the leaves, automobile  
Whistling a tune without even realizing, automobile, automobile  
Someone sings along in a happy small voice, automobile  
Winds along the trails that spread through every corner of the land
3. Full of devotion and unstinting effort, automobile, automobile  
Ceaseless improvements one on another, automobile  
Dreams and hopes and light and prosperity, automobile, automobile  
Always domestic and always progressing, automobile  
Moon lights the trails that will never disappear from the corners of the land

サトウチロー 作詞  
吉岡裕而 作曲  
全日本自動車ショーの歌  
おーともびいる まーち  
自動車行進曲

一、潮の香りを山里深く オートモビル おーともびいる  
森の匂いを波止場の波へ オートモビル  
昨日かめめの船歌とマッパ オートモビル  
今日は目の白の戀歌のせる オートモビル  
おお津々浦々を ぶすぶわたちにはつむ胸

二、丘をめぐりて林をぬける オートモビル おーともびいる  
やさし葉もれ陽ちらつくホデイ オートモビル  
知らず知らず口笛吹けば オートモビル おーともびいる  
うれし小聲で誰かがあわす オートモビル  
おお津々浦々に 通うわたちを渡る風

三、こめたまこころ惜しまぬ努力 オートモビル おーともびいる  
重ね重ねるたゆまぬ工夫 オートモビル  
夢と希望と光りと榮え オートモビル おーともびいる  
常に國産前へと進む オートモビル  
おお津々浦々に 消えぬわたちを照らす月

岡本敦郎  
コロンビア合唱団  
コロムビアオーケストラ



## Motor Show Symbol Mark

This Tokyo Motor Show symbol mark also dates from the first show in Hibiya Park. "The wheel brought extraordinary changes to people's lives. They were able to move at will. This was the start of the automobile," explained artist Tatsunori Itamochi, who designed the mark. We continue to use his design to this day, and it has traveled far beyond Japan to become recognized around the world.

## Today's EVENTS 28-Oct-05 (Fri)

### \* Trial Demonstration

11:30~12:00  
15:50~16:20 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

13:15~14:00 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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