

The 39th

Passenger Cars &amp; Motorcycles

## TOKYO MOTOR SHOW 2005



News

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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。

# "Small Cars, for a Big Future"



Suzuki's theme—"Small Cars, for a Big Future"—is unchanging as an expression of its business ideals, but it is the only thing that is unchanged. Everything else about the Suzuki exhibit has been updated from the previous (37th) show.

A major characteristic of this booth is its layout. Called Suzuki Town, it resembles a cheerful, fun town of the future that is centered around people and their cars. Scattered around the booth you will find benches, a hammock, flower beds and other objects. "We cut down the number of vehicles to be displayed this year and instead concentrated on displaying each and every vehicle as attractively as possible so that visitors will better understand them," explains Chairman & CEO Osamu Suzuki. The idea is for visitors to be able to see the vehicles up close and immediately imagine what it would be like to "drive," "use" and "own" them.

Suzuki displays a total of 17 vehicles, including minicars and compacts. Of the nine reference vehicles, four are World Premieres. The P.X is Suzuki's first compact minivan to have three rows of seats. Ionis is a mini-sized fuel cell vehicle; LC is

a two-seater mini sedan with a retro touch. All of these concept models are distinctive, and their personality and flair show the direction in which Suzuki will be heading in the future. The booth gives a clear indication of Suzuki's approach to the highly segmented compact car market, how it plans to expand the utility of minicars, and how it plans to use the features of the minicar to achieve more environment-friendliness and better energy usage.

In the zone mainly displaying market vehicles, Suzuki has its Swift Sport, a real sports compact car that underscores Suzuki's commitment to the genre, and the Escudo compact SUV that is being called a "nature machine." One of the Swift Sport models on display has a RECARO seat trim, which is a factory option that will be available beginning December 12; the Escudo three-door is an export-spec model that Suzuki plans to launch shortly in Europe. As a reference exhibit in this corner, there is the Swift Super 1600 race car that debuted in May in the fifth FIA Junior World Rally Championships (JWRC) and came out of nowhere to take third place.



# Suzuki Town: The Cheerful, Fun Town of the Future



Suzuki calls the LC the "cute little car that's just right"



The P.X compact minivan has three rows of variable seats to create a limousine-like interior



As you enter the Suzuki booth, the stage contains its World Premiere concept models such as the P.X, the Ionis, and the LC. The spotlight turns on each of them as they are introduced to visitors.

The most popular of the three is the LC. This two-seater passenger car resembles Suzuki's popular Fronte models of the late 60s with its smooth, round body silhouette. The name "LC" comes from "Life Creator," but it also overlaps the Fronte LC10 model.

The concept for both the exterior and interior is "a partnership between cars and people," and the car is equipped with instruments and equipment that are "just the right size for two." Suzuki sees this as a car that encourages you to enjoy everything from driving it to washing it together with someone special. Everything from the rounded headlights to the checkered seat pattern to the trim is cute, and the small interior space that keeps the driver's and passenger's seats in close proximity seems guaranteed to add to the happiness. Powering the car is a 660 cc, 3-cylinder DOHC, 4-speed AT FF2WD unit.

In stark contrast is the P.X, designed to create the kind of private spaces that appeal to men. The rounded form gives this car an extraordinary presence, and between the powerful front face, the long 3000 mm wheelbase, the large 20 inch tires and

the highly metallic body colors, this is a car that emits masculinity.

Inside, the P.X is all quality and luxury. The second of the three rows of seats can be turned around so that its back is to the first row, creating a limousine-like spaciousness. The third row offers lounge seats with large armrests, glass holders, foot rests, their own 15 inch wide monitor and large speakers for full enjoyment of audio-visual programs.

The car creates a very personalized, distinctive enjoyment space. The P.X has a 1995 cc, watercooled, 4-cycle, straight-4, DOHC 16-valve power unit.

Ionis is a resource and energy-friendly fuel cell-powered minicar that shows how Suzuki is trying to address today's concern with the environment.

Looking forward to "the age of a mixture of gasoline engines and fuel cells," Suzuki designed a common platform that could carry either power unit, and then combined this with "by-wire" technology to achieve an unprecedented degree of latitude in the interior layout.

A World Premiere is "Mom's Personal Wagon," a concept car that represents the next generation in the MR wagon and is likely to go on sale at the end of the year.

## Briefing Column



*The "Joy of Driving,"  
"Fun of Using" and  
"Happiness of Owning"*

**Hiroshi Tsuda**  
President and COO, Suzuki

Suzuki currently produces more than 2 million passenger cars around the world each year. Domestically, we sold 670,000 cars in FY 2004, of which 600,000 were minicars. For the last 32 consecutive years, we have been the top minicar seller in Japan.

"Small cars" are Suzuki's specialty, and we will continue to find ways to bring more "joy of driving," "fun of using" and "happiness of owning" to these vehicles that play such an integral role in day-to-day life.

For this year's motor show, we have gone beyond just displaying concept models to create a booth we call "Suzuki Town: The Cheerful, Fun Town of the Future," in which people and vehicles are central.



The Ionis fuel cell minicar. The ergonomically-designed, futuristic instrument panel was developed in a joint project with Musashino Art University.



The popular Swift Sport

"Mom's Personal Wagon" was designed for mothers with small children



## General Motors *High-Powered Models Highlight the Attractions of American Cars*

GM



The new Cadillac BLS sedan is geared for the European market



The Chevrolet Corvette Z06 has a 505 ps engine



The GM Sequel fuel cell vehicle

The General Motors booth contains its three flagship brands: Cadillac, Chevrolet and Hummer. It is full of American style and taste.

For the Cadillac brand, GM displays the BLS. This is the first time for this front-wheel driven, four-door sedan to be shown in Asia, and it features the same striking straight-line design that has become a trademark of Cadillac's sedans. STS-V is a sports saloon with a V-8, supercharged, 469 ps

engine. Chevrolet's Corvette Z06 super sports car is making its first appearance in Japan. Between the 7 L, V-8, 505 ps engine and the modified interior and exterior, this is a car with an amazing presence.

Also on display from the GM brand is the GM Sequel fuel-cell concept car making its Japan Premiere. For the ultra-large, off-road 4WD Hummer series, GM uses a diorama of a rocky mountain to highlight the superb off-road performance.

## Opel *New Models for the Japan Market*



The Astra Twin Top has a hydraulic open top



The 2006 Signum features a new engine



Opel's exhibit features three Japan Premieres. The Astra Twin Top is a new cabriolet/coupé compact that is popular in Europe. Equipped with a "retractable steel hardtop" that splits the roof in three segments and is opened and closed with hydraulic force, this tourer can be quickly and easily transformed into an open car.

There is also a new 2006 model of the Signum middle-class

hatchback. Equipped with a new 2.8 L, V-6 Turbo, 250 ps engine, the car offers great driving performance and is expected to be launched shortly in Japan. The new Zafira minivan is making its Asian debut. Coming in at just under 4.5 m long, the van is notable for achieving a great interior environment within compact dimensions. This is a preview model that will be officially launched in the very near future.

## Saab *Sporty Sedans and Wagons*



The refined design of the 9-3 Sport Estate



The 9-5 Sedan receives a facelift for 2006



Saab has four vehicles on display, including two Japan Premieres. The 9-3 Sport Estate is Saab's first middle-class wagon. The back half of the body uses a wagon-exclusive design to create a distinctive, well-integrated form. It comes with a 2.8 L, V-6 turbo engine that combines power with clean emissions.

The 9-5 Sedan is a new model for 2006. Saab has made bold changes in the front mask and other exterior elements. The chassis has also been improved with everything from the A pillar frontward being redesigned, and the result is significant improvements in driving performance and comfort.

## Aston Martin *Three Examples of the Ultimate Sports Car*



The V8 Vantage

The venerated luxury carmaker Aston Martin has three sports cars on display. The headliner is the V8 Vantage, a beautiful wine red two-seater that just went on sale this summer. It combines the potential for high-speed circuit racing with the utility of a daily-use vehicle.



## TOPICS

### Fresh-Baked Bread Draws Crowds

The "New Wave" shop

"How would you like some soft, fresh-baked bread?" asks the salesperson at the New Wave bakery located on the west side of the Central Mall. The shop has a large oven set up on premises to bake the bread, and it is selling extremely well. Manager Masayuki Matoba says, "It takes a little time to bake, so sometimes we are out of bread and have to make people wait." In addition to fresh-baked bread, New Wave also offers lunch boxes, caramel popcorn, soft drinks, instant cameras and a variety of other food and sundries. It is one of Tokyo Motor Show's mainstays, having been at every show since it moved to Makuhari Messe in 1989.



### JT Corner

Experience low-odor tobacco in a real car

Hop in and try some D-spec



JT has a corner set up in the West Rest Zone where you can hop in a real car and try out some of its D-spec cigarettes that feature "low odor, great fragrance." In fact, JT invites you to experience the difference for yourself by getting in a car where people have been smoking D-spec and then comparing it to a car where they have smoked other brands. Participants receive a package of air freshener as a gift.

JT has also assigned 16 cute campaign girls to the three smoking corners in the Central Mall to offer visitors free packs of D-spec and explain the product to them. If you take the time to fill in a survey about smoking, ¥500 worth of music gift certificates will be sent to you.

### Priority Seats and Barrier-Free Features

"Relaxation areas" popular with older visitors; physically-challenged needs addressed too



Priority seats for the elderly and physically-challenged



Slopes make it easy for wheelchair users



The Information Plaza also has lower counters

Running from the East Hall to the West Hall, the Tokyo Motor Show is about 520 m in length. Each of the halls and malls has "relaxation spaces" where visitors who are tired from walking can sit down and take a rest. This year the show has benches scattered around the premises that provide seating for 10,600 people, with an addition of 600 priority seats. They are especially popular with older visitors and families with small children.

At the Information Plaza that serves as the general visitor information center and at the South First Aid Station in the South Rest Zone, slopes have been created so that people in wheelchairs and visitors with strollers do not have to negotiate the steps. The Plaza also has two different heights of counter, one of regular height and the other a bit lower to facilitate inquiries by children and wheelchair users. Inside the halls are more barrier-free elevators and a number of other universal design features.

## Voice from Customer

### I like the Senku and Foria

Ms. Mita Philipps  
(US-based designer)



Ms. Mita Philipps is an automotive fabric designer based in California, USA. She has been to many motor shows in America and Australia, but this is her first time to the Tokyo Motor Show.

"I was really interested in the futuristic concept cars and in the Japanese cars that are not sold in the US," she explains. Her two favorite concept cars are the Mazda Senku and the Nissan Foria. "Senku has a beautiful form and a very thematic design; Foria does a great job of balancing the modern and retro feel," she says, giving her evaluation as a designer.

VIP Visit 28-Oct-05 (Fri)

Ambassador Dennis Noel Oduya Awori  
Republic of Kenya

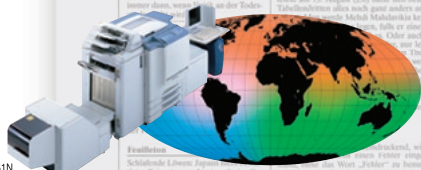
### Today's EVENTS 29-Oct-05 (Fri)

- \* **Symposium** (Prior registrants given priority)  
14:00~16:00 Surprises and Discoveries: The Unbelievable Simplicity of Eco-Driving (International Conference Room, 2F, International Conference Hall)
- \* **Traffic Moral Saver Anzenger Show**  
10:30~11:10  
12:45~13:20  
15:30~16:10 Festival Park in the West Rest Zone
- \* **Trial Demonstration**  
11:20~11:50  
14:55~15:25 Festival Park in the West Rest Zone
- \* **YOSAKOI DANCING**  
12:00~12:30 Festival Park in the West Rest Zone
- \* **Traffic Safety Talk Show & Live Performance**  
13:35~14:20 Festival Park in the West Rest Zone
- \* **Traffic Safety Talk Show**  
16:20~16:50 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

\* Schedules subject to change depending on weather.



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