

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。

## ASV-3 Aims to Substantially Reduce Accidents



This year's Tokyo Motor Show features numerous new technologies, and the advanced safety vehicle (ASV) technologies on display at the booths of automakers, parts makers and governments are especially garnering attention.

ASV refers to the technology coming out of the "Advanced Safety Vehicle Development Program" initiated by the Ministry of Transport (now the Ministry of Land, Infrastructure and Transport) in 1991. The idea behind ASV is to use electronics and other new technologies to make vehicles more intelligent, thereby achieving significant gains in safety. The program is currently in its third phase, referred to as "ASV-3."

The focus of ASV previously had been to ensure the safety of individual vehicles, in other words, to use onboard devices so that the vehicle avoids accidents on its own. Examples include infrared cameras that help to prevent collisions with objects and obstructions, CCD cameras to maintain safe lane positioning, and cruise control systems that use milliwave radars to match speeds with vehicles in front. Much of this technology is already available on market vehicles and they are indeed some of the success stories from the program.

The ASV-3 Program began in FY 2001, and shifted focus from the safety of the individual car to technologies that

improve safety by coordinating a vehicle's movements with those around it.

When multiple vehicles are able to communicate to each other their positions and speeds, it becomes possible to prevent, for example, encounter collisions at poor-visibility intersections, which are difficult for current systems to handle. The program attempts to improve this functionality by verifying and establishing the wireless transmission technologies needed for vehicle-to-vehicle communications and road-to-vehicle communications.

FY 2005 marks the end of this phase, and many automakers are announcing ASV-3 models that make use of their particular technology strengths, a development that has led to significant results from verification testing. The Ministry of Land, Infrastructure and Transport is actively behind these efforts. It wants the basic technologies to be commercialized by 2008 and has set a goal of reducing traffic fatalities by 40%.

ASV-3 displays at the Motor Show give visitors a chance to learn about the substantial innovations that are taking place in safety technology. While safety technology may not be as flashy as the concept cars, it is one of the high points of this year's show.



# Simulators for Experiencing Technology of the Future

## VDIM Simulator



Toyota Motor

On the second floor of its booth, Toyota has two VDIM simulators. VDIM stands for "vehicle dynamics integrated management," a form of active steering control.

VDIM represents the ultimate in vehicle stability control (VSC). It works with and expands on TRC and ABS to stabilize the vehicle position during both understeer and oversteer before the critical zone is reached. VDIM comes as standard equipment on the Lexus GS430, and the simulators enable visitors to experience this advanced technology for themselves.



The Toyota VDIM simulator

## Large-Screen Offers the World's First Nightvision System and HiDS



On the left side of the Honda booth you will find driving simulators; there is also a guide stationed on an elevated stand next to a large, vertical screen to demonstrate the advanced technology included in the latest Legend. This is the Honda Intelligent Driver Support system (HiDS), a combination of the world's first intelligent nightvision system with pedestrian recognition functions, Lane-Keeping Assist System (LKAS), and Intelligent Highway Cruise Control (IHCC).



The driving simulators at the Honda booth

## Advanced Driver-Support Technologies



Mazda developed and commercialized its Advanced Driver-Support Technologies to provide a wide range of safety measures, including both preventative measures and collision prediction. The Integrated Vehicle Dynamics Control System automatically adjusts the vehicle's position when it becomes unstable, for example, on sharp curves. The Active Front Lighting System used for the first time on the new MPV and technology to use vehicle-to-vehicle communications to prevent encounter collisions are also on display. The Mazda MX-Crossport comes equipped with IT driving support, and in the video corner at the back of the stage, Mazda explains technologies to display trailing vehicles at the top front of the cockpit.

## Video Presentation on the Safety Shield



Nissan Motor

At the back right of its booth, Nissan has a video presentation of its Safety Shield technologies, which represent its concept for vehicles that protect people. The key components include Active AFS, Lane Departure Prevention (LDP) and Crash-Compatible Zone Bodies.

It also shows how Nissan is using ITS technology in the SKY PROJECT to reduce traffic accidents and congestion in Kanagawa Prefecture.

## Peripheral Monitoring System



Mitsubishi Motors

The World Premiere MITSUBISHI Concept-X comes with an array of futuristic preventative safety technologies. The Peripheral Monitoring System has ten sensors that detect pedestrians and obstructions around the vehicle; the Lane Keep Assist controls the electric power steering to prevent the vehicle from leaving its lane, and the Adaptive Cruise Control uses milliwave radar to detect and maintain an appropriate distance from the car in front.

## Systems to Warn of Motorcycles and Pedestrians When Turning



The simulation corner of the Suzuki booth has a cutaway model of the IONIS that illustrates its peripheral sensing technologies. Suzuki includes front and side image sensors and a back camera in the system. One of its most innovative technologies is a picture indicator at the bottom left of the speedometer that warns the driver if a motorcycle or pedestrian is present when the vehicle turns corners.



Suzuki's IONIS cutaway model demonstrates its sensing technologies

## IVX-II Intelligent Technology Concepts Make Their Debut



Fuji Heavy

Subaru prides itself on its Ring-Shaped Reinforcement Frames that move the engine back into the floor tunnel during a head-on collision to reduce damage to passengers.

At center stage, it debuts its IVX-II technology concepts for the next generation in intelligent vehicles. Announcements draw visitors to this section of the booth to see the automatic deceleration, automatic course correction and GPS-based parking control technologies.



Subaru unveils the IVX-II



## Environment, Safety and Taxation: How JAMA is Working to Help

### JAMA Information Booth



The Tokyo Motor Show is an opportunity for automakers to tell the world about the advances they have made, and the Japan Automobile Manufacturers Association, as the organization responsible for its planning and operations, is engaged in a wide range of activities to promote the sound development of the automotive industry and domestic motorization. Its top-priority themes in recent years have been environment, safety and barrier-free technology. It is also conducting a campaign to lessen the excessive taxes that are imposed upon automobile owners and drivers in Japan.

The JAMA Information Booth is located in the Central Mall on the second floor and provides an introduction to the organization's activities.

Inside the booth, you will find 18 panels discussing programs to combat global warming, automobiles and taxes, barrier-free vehicles and traffic safety. There are also posters from the JAMA campaign to prevent car theft. The table in front of the booth provides show information and publicity materials as part of the organization's outreach to motor fans.

There are also four personal computers inside the booth connected to the "Safe Driving Course" on the JAMA web site for those who wish to learn more about driving safely.

## Get 10 Times More Out of the Tokyo Motor Show

"Japanese Motor Vehicles Guidebook 2005-2006" and "Tokyo Motor Show Guide 2005"



Special booths are set up throughout the show to sell the "Japanese Motor Vehicles Guidebook 2005-2006 (Vol. 52)" published by the Japan Automobile Manufacturers Association. The guidebook is available in seven locations: North Gate No. 1; south side of North Hall; Central Rest Zone; Yasuragi Mall; Ikoi no Mall; the service passageway; and the 2F Central Mall.

It is printed on A4 paper and is approximately 500 pages. Providing a

yearbook of Japanese cars, it is a must for motor fans visiting the show. The all-color printing covers virtually every domestic vehicle. To commemorate the 50th anniversary of the show, the Guidebook also has a retrospective feature on the Tokyo Motor Show that contains archive photographs from every show beginning with the first and going to last year's 38th Motor Show, giving it high documentary and historical value. In addition to the motor show venue, the Guidebook can also be purchased at bookstores and mail-order book services around Japan. The price is ¥1200 (consumption tax included). Purchases at the show come with a free carry bag.

The special booths also sell the "Tokyo Motor Show Guide 2005" published by Nikkan Jidosha Shimbun and supervised by JAMA, as well as the "2006 Imported Cars Guide Book." Prices are ¥500 and ¥1200 respectively (consumption tax included).

Sales staff say that "you will get 10 times more enjoyment out of the Tokyo Motor Show if you have these three books."

## ● Try the New Aromax Canned Coffee

### Official Drink Sponsor Pokka PR Booth

Limited edition Pokka coffee illustrated with classic cars



"How would you like some fresh coffee?" ask the smiling campaign ladies dressed in the cute blue aprons and black uniforms in front of the coffee stand located at roughly the middle of the Central Mall.

Pokka Corp. is the official drink sponsor for the Tokyo Motor Show and it has its first PR booth at the show where it is promoting the new Aromax canned coffee products that were just launched on September 20. There are two versions available: Aromax Black, a sugar-free regular-style coffee, and Aromax Espresso Blend with all of the deep fragrance and flavor of a true espresso. While you enjoy a cup of the new hot coffee product at the booth, you can use your cell phone to complete a simple quiz that makes you eligible to win an original blouson. It's no surprise that there is always a crowd around the Pokka display.

To commemorate the Tokyo Motor Show, Pokka is also selling a limited edition of canned coffee bearing pictures of famous vehicles from the past 50 years (seven varieties). They can be found at convenience stores, supermarkets and vending machines around Japan. There are also seals on Aromax Black and Aromax Espresso Blend cans that make purchasers eligible to win one of a total of 20,000 original radio controlled cars (eight varieties) commemorating the 39th Tokyo Motor Show in a campaign through November 18.

One in ten people can win a blouson



Try some coffee at the Pokka booth

## ● Independent Services Respond to Accidents and Breakdowns

### Nipponkoa Insurance

Nipponkoa Insurance, the company known for using the "Ishihara Gundan," a famous group of actors, as spokespersons, has a booth in the 2F Central Mall. The company highlights its "Kurumax" risk-diversified automobile insurance that covers repair costs for flat tires and features free towing services for up to 50 km in case of accidents or breakdowns. Visitors receive free bandages just for coming in the booth.



Enjoy the "Ishihara Gundan" commercial too



# TOKYO MOTOR SHOW 2005 Symposium (held October 30)

## The Expanding Possibilities for Barrier-Free Vehicles

■MC: Ayumi Kotani (newscaster/essayist)

■Guests

Seijun Ninomiya (sports journalist)

Monsieur Kamayatsu (musician)

Akira Yamamoto (writer)

Shigeyuki Ishii, Chairman of OX Engineering Co., Ltd.

■Sponsor: Japan Automobile Manufacturers Association, Inc.



Seijun Ninomiya gave a keynote address for the barrier-free vehicle symposium before joining MC Kotani and the other guests in a panel discussion.

In his address, Ninomiya spoke from his position as a sports-writer about the differences in the way wheelchair users are treated at baseball stadiums in Japan and the United States. "Japan has all the institutions in place for barrier-free vehicles, but has put the cart before the horse when it comes to administration, and that is why nothing improves," he said. Rectifying this will require that "we concentrate more on nurturing a barrier-free mindset rather than just infrastructure."

In the ensuing panel discussion, Shigeyuki Ishii, who is himself a user of self-operated barrier-free vehicles, talked about his experiences, saying, "Automakers need to consider the entire family, not just the physically-challenged person, when they design vehicles."



He went on to emphasize that "barrier-free vehicles are ordinary vehicles that everyone can use" and to underscore the need for "wider participation in society" as the population ages.

Monsieur Kamayatsu said that the name "fukushi vehicles" (the Japanese is more akin to "welfare vehicles") is not very flattering. Akira Yamamoto concurred, noting that "Japan sells 40,000 barrier-free vehicles a year, which is only 1% of the total and extremely low in terms of the latent demand. Both the naming problem and the negative image need to be overcome. We need to educate the public that you can still drive even if you have problems with your legs or back." Ninomiya suggested a "car race where barrier-free vehicles would compete on performance." As the discussion geared up, there were also comments on the need for more space in parking lots for getting in and out of nursing-care vehicles, suggestions on improvements that could be made to the tax system, and a number of other ideas on how the environment could be improved.

After the panel discussion, one member of the audience said, "Local governments differ in the kind of support that they provide for vehicle assistance devices, and there are not enough subsidies offered. Only when these conditions are in place will barrier-free vehicle users be truly on par with ordinary drivers." We found this comment to be particularly enlightening.

## SPECIAL EVENT Festival Park (West Rest Zone)

### Local Teams Participate in a Heated Performance



"Yosakoi dancing" is popular around Japan, and visitors to the Tokyo Motor Show were able to see performances on October 29 and 30.

At the "Yosakoi Naruko Dance" event, eight of the teams participating in the local "Chiba Yosakoi 2005" came to the show for a mass performance that displayed a rich variety of costumes, choreography and musical arrangements. The colorful performances included orthodox Yosakoi music, pop "soran" music and taiko drums.

Making their debut at the show were the local "Makuhari Heart's Enbu," who said very clearly that their objective was to "create new culture on reclaimed ground."

Mr. Yoshihiro Machida, the leader of the "Wamiles Odorikotai Bishojo" group, hails from Makuhari and is now the president of a cosmetic sales company in Hokkaido. He was ecstatic about being able to "return home in glory."



### Flame Juggling Wows Crowds



On October 31, the "Geinin Makoto Juggling Performance" came to Festival Park. The performance began with simple magic tricks using rubber bands and cigarettes, moved on to balloon twisting and then headed into the main event: fire torch juggling. The audience was thrilled by the extraordinary display of technique.

#### VIP Visit

31-Oct-05 (Mon)

#### Valetin Brebenel

Minister Counsellor  
Economic Affairs Office,  
Embassy of Romania Japan

#### Noritoshi Ishida

Chairman, Environment Division  
New Komeito

#### Today's EVENTS 1-Nov-05 (Tue)

##### \* Symposium

14 : 00 ~ 16 : 30 The World of the Carrozzeria  
(International Conference Room, 2F, International Conference Hall)

##### \* Clean Energy Vehicle Test Rides

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

\* Schedules subject to change depending on weather.

##### \* bay fm live program

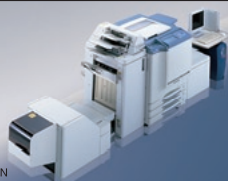
13 : 30 ~ 14 : 00 Festival Park in the West Rest Zone

##### \* Juggling Performance

12 : 45 ~ 13 : 15  
14 : 45 ~ 15 : 15  
16 : 00 ~ 16 : 30 Festival Park in the West Rest Zone



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2005

October 31 visitors 62,200 persons  
Total visitors 873,700 persons

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JAMA