

The 39th

Passenger Cars & 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。

Parts Area: A Treasure Trove of Advanced Technology



You will find many parts booths in either the North Hall or the West Hall of Makuhari Messe. For parts makers, motor shows tend to be business fairs, but the Tokyo Motor Show is, by nature, more of an entertainment event. It is therefore an excellent opportunity to tell end-users about their technologies.

The parts area is visited by large numbers of end-users who are interested in automotive technology; the crowd is not limited to buyers who have come to negotiate business deals. Members of the public have a chance to listen to explanations of parts by booth guides, who are normally at the forefront of the companies' development and technical sales. And in many cases, they come back with extremely sharp, technical questions. There are also throngs of visitors from the automotive industries and press in other parts of Asia who have come to see Japanese parts technology, which is said to be the best in the world.

Parts makers have spent a great deal of time finding ways to communicate their technological strengths and advantages to

end-users at the booths. Specialist parts companies, particularly focusing on metal parts or semiconductors, use car models and drawings to show where their parts can be found. In many cases, exhibitors also propose new concepts and systems that combine different technologies, especially in the booths of general parts companies that have wide ranges of technologies and in joint exhibits by members of larger corporate groupings.

Simulators are also popular because they enable people to experience advanced technology relatively easily, offering children and adults the opportunity to virtually experience the motorization of the near future. Some of the technology trends this year include hybrids, clean diesel and other environmental technologies; infrared night-vision systems, radar-based safety technologies; ITS; and also security systems that work by identifying the driver's facial features or finger veins.

With so much automotive technology crowded into the parts area, there are literally new discoveries everywhere you look.

See, Touch, Ride

Who said auto parts weren't entertaining?

General Parts Companies: Technology Department Stores

Parts Zone



The DENSO/ASMO booth

The North Hall is a car technology trade fair, with booths from general parts companies, specialist houses and every sort of supplier in between. We take a look at some of the highlights.

Popular at the **DENSO/ASMO** booth is the Driver Assistance System simulator that uses facial recognition technology. When it identifies a face, it moves the seat position and air-conditioning to the driver's custom settings. It also measures the blinking rate and sounds a warning if it detects that the driver is dozing off. It even has electrocardiogram functions to monitor your health. Everyone who tried the system was intrigued. The booth also displays advanced diesel technologies.



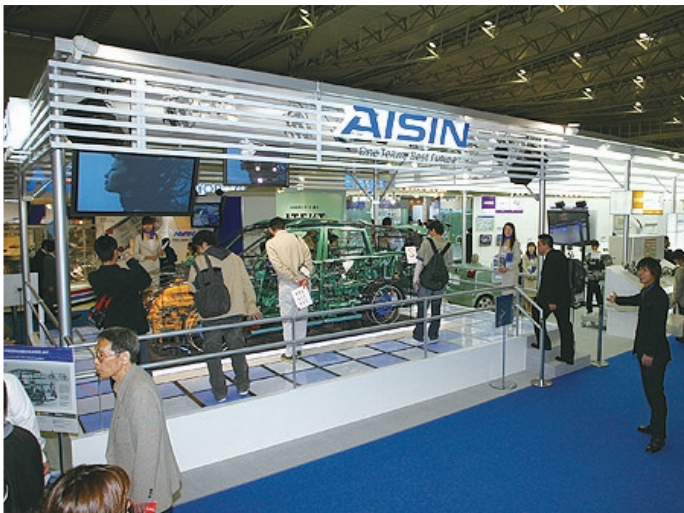
Driver Assistance System Simulator



The Hitachi Group exhibits a wide range of technologies

manufacturer, as can be seen from its diverse exhibit, which features everything from an entirely keyless entry system that relies on identification of the driver's veins, to special steels and a wide range of electronics. Of special note is the new gearbox for hybrid cars that offers a combination of low costs and high efficiency.

Mitsubishi Electric focuses on ITS and electronics. Its new self starter motor allows engines to stop while idling and is so quiet that, compared to conventional motors, it is practically silent. Mitsubishi also has an energy management system for hybrids that makes use of advanced inverter technology, one of the areas in which the company leads the world.



The Aisin booth includes one of the world's best gear boxes and other advanced technologies

The **Aisin** group has a joint exhibit for its six-member companies. There is much to be proud of here, including the Electric Active Stabilizer responsible for the ultra-stable ride of the Lexus GS and a variety of world-class automatic transmissions and hybrid systems.

Calsonic Kansei exhibits a cockpit module for next-generation cars. The motor-assisted AT shifter changes gears with an extraordinarily light touch, while a futuristic heads-up display shows the driver a variety of information right on the windshield.

The **Hitachi Group** is aiming to become a general auto parts



Mitsubishi Electric makes a presence with ITS and electronics

Toyota Industries shows off its powered air compressors for hybrid cars like the Prius. The unit keeps the air conditioner working even when the engine is off and therefore plays a significant role in enhancing the commercial attractiveness of Toyota's hybrid cars.



Calsonic Kansei proposes a new generation in cockpits



The Toyota Industries booth

Specialist Booths Offer Incredible Variety



Teikoku Piston Ring's models illustrate how technology has progressed

The specialist parts company booths are an opportunity to view an interesting range of advanced technology elements up close.

Teikoku Piston Ring is the largest company in the piston ring and cylinder liner markets, and its exhibit illustrates the differences in piston abrasion loss today and in the past. You will be surprised at how little force is required to move a piston today.

For diesel technology, check out **NGK Insulators** and **Tokyo Roki**, which display their devices for filtering emissions from diesel passenger cars. **Tokai Rika** offers a simulator of the "i-unit" and that was popular at the Toyota Pavilion in Expo 2005 Aichi.

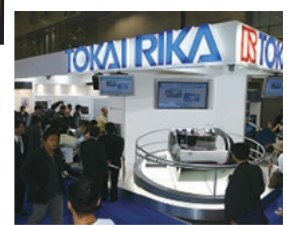


Clean diesel technology is one of the highlights



Extraordinary advances in LED technology

Parts Zone



Tokai Rika's popular simulator



The Koito booth



The Keihin booth

Ichikoh Industries, one of the leaders in lighting equipment, displays the white LEDs that will be used on the next generation of AFS headlamps. The shining white lights give cars a very classy feel. **Koito Manufacturing** also displays a variety of LED headlamps.

Keihin's exhibit focuses on its new EPT electronically controlled throttle for motorcycles. **Mikuni** shows a motorcycle fuel injection device that provides an easy substitution for the carburetor. **Akebono Brake**, an industry leader, displays ultra-high performance 8-piston brakes. The brakes are currently being tested on supercars as the company lays the groundwork to move into the premium market. **NGK Spark Plug** displays the excellent firing properties of iridium plugs and a variety of sensors that exploit its ceramic technology.



Akebono Brake is developing ultra-high performance brakes



NGK Spark Plug exhibits a wide range of spark plugs and sensors

Unusual among the parts exhibits is **Sumitomo Electric**. Its Virtual Visual Assembling System simulates the factory work environment to help design production lines that are easier for people to work on. It is very unusual to see production line technology displayed at a motor show, and the booth has garnered a great deal of attention.

Tire and Wheel Technology Continues to Evolve



Bridgestone puts its Potenza RE050 tires on a Ferrari GG50



In-wheel motor module

Bridgestone's Ecology Focus Tire Design Technology is a reference exhibit that illustrates the company's efforts to improve the environmental performance of tires. The key is that it can minimize tire deformation and energy loss. Also on display are the company's noted in-wheel motors.

Parts Zone

See, Touch, Ride

The Michelin booth displays revolutionary tires that do not require air

Michelin has a reference exhibit of its Tweel airless tires, a new idea that is attracting attention. **Sumitomo Rubber** focuses on non-petroleum-based tires and run flat tires. **Yokohama Rubber** highlights its ADVAN high-performance sports tires.



High-tech steel wheels



Popular high-performance Advan tires

Wheel technology is advancing too. **Topy Industries** shows its steel wheel designs and noise-reduction technologies. **Ring Techs** exhibits strong forged aluminum wheels and lightweight steel wheels.

The Automobile Recycling Law Symposium

—Automobile Recycling Law Quiz Show—

■ Performers

MC: Eriko Ishihara, Narrator
 Prof. Recycle: Takayuki Imajo, Member of the Board, Japan Auto Recycling Partnership
 Dekoboko Recycle: Tomomitsu Mizuki, "Himesama Night" comedy team
 Tsutomu Kodama, "Himesama Night" comedy team

■ Sponsor: Ministry of Economy, Trade and Industry

Ministry of the Environment, Japan Automobile Recycling Promotion Center,
 Japan Automobile Manufacturers Association

This audience-participation quiz included some great performances. Eriko Ishihara served as MC, calling Takayuki Imajo, in the role of "Professor Recycle," and the comedy duo "Himesama Night," playing "Mr. Re" and "Mr. Cycle" to the stage.

They were joined by "Mr. Automobile Recycling Law" (the character for the Automobile Recycling Law) who asked questions about how the law came about and how automobiles are recycled. Mr. Re and Mr. Cycle gave answers, and the audience held up cards to show who they thought was correct. Professor Recycle then gave the correct answer and explained the reasons why.

The quiz was held twice, with the first round beginning at 2:00



p.m., and unlike ordinary symposiums, the hall was full of families with children. There was even a cameo appearance by Traffic Moral Saver Anzenger, much to the delight of the kids, who scored almost a perfect 100% on the questions. Audience members with good scores received minicars and everyone went home with a recycling law sticker that commemorates the motor show.

In front of the hall, Toyota and Nissan had displays illustrating their easy-to-dismantle instrument panels and fueling tanks and their engine undercovers made with recyclable materials. Many audience members took the opportunity to touch the parts and teach their children about the innovations that are taking place in automobile recycling.



"I can be a scientist too!" "Clean Energy Vehicle Classes" for parents and children



"Test driving" fuel cell vehicles in the classroom

The "Clean Energy Vehicle Class" starts off with a simple question: Why are fuel cell vehicles better for the environment? It then uses a number of experiment kits to help parents and children find the answer in a fun, easy-to-understand format. Classes are held every Saturday and holiday in the International Conference Hall with the cooperation of the Asahi Shimbun and Asahi Shogakusei Shimbun (children's newspaper). Admission is for parents and higher-grade elementary school children by advance selection. The class takes about 40 minutes. Young "teachers" explain about the environmental problems of gasoline-powered vehicles in a fun question-and-answer format, after which there is an experiment using miniature fuel cell vehicles that have been provided for each table, helping parents and children alike to understand the benefits of clean energy.

Environment-Friendly Cars, Environment-Friendly Facilities

Makuhari Messe is full of people every day, yet it is hard to find any garbage at all. The cleaning staff works from morning to night to ensure that the facilities remain in tip top shape.

It is not only cars that need to be friendly to the environment. The Tokyo Motor Show has tried to make its facilities environment-conscious as well. For example, the punch carpets along the passageways in the event halls use polyactic fibers which are created from corn, a recyclable plant. Unlike petroleum-based synthetic fibers, polyactic fibers are good for the environment and 100% biodegradable.

Also take a look at the large letters on the glass wall on the south side of the North Hall. They are printed on non-PVC inkjet media that has micro suction cups on its back side, eliminating the need for adhesive.



Today's EVENTS 5-Nov-05 (Sat)

*** Symposium**
 14 : 00 ~ 15 : 30] **3rd Symposium on Automobile Taxation**
 (International Conference Room,
 2F, International Conference Hall)

*** Police Motorcycle Demonstration**
 12 : 00 ~ 12 : 30] Festival Park in the West Rest Zone
 14 : 00 ~ 14 : 30]

*** Kids Motorcycle Sports School**
 10 : 00 ~ 12 : 10] Central Rest Zone, Special Event Site
 14 : 00 ~ 16 : 10]

*** Traffic Moral Saver Anzenger Show**
 10 : 30 ~ 11 : 10] Festival Park in the West Rest Zone
 13 : 00 ~ 13 : 40]
 15 : 30 ~ 16 : 10]

*** Clean Energy Vehicle Test Rides**
 10 : 30 ~ 16 : 30] Special course in Makuhari Seaside Park

* Schedules subject to change depending on weather.

VIP Visit
 4-Nov-05 (Fri)

Freddy SVANE
 Ambassador of Denmark

Salah HANNACHI
 Ambassador of
 the Republic of Tunisia



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November 4 visitors **92,000 persons**
 Total visitors **1,274,700 persons**

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