

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 From Around the World, All in One Place



Parts exhibitors at the Tokyo Motor Show come from just about every corner of the automotive world: Asia, Oceania, America, Europe. This year, there are 22 foreign parts makers and 5 governments exhibiting at the show. The booths are extremely varied; indeed, the parts area has the distinct feel of an extraordinarily large, bustling international trade fair.

As the automotive industry becomes more global and borderless, it has become common for automakers to source their parts well beyond their own borders. Just as Japanese parts makers have development and production facilities in many different countries, many foreign parts makers have operations in Japan. An increasing number has entered into capital ties with Japanese parts companies and operates for all intents and purposes as domestic firms. The number of commonly recognized foreign parts companies has increased, and continues to grow on an almost daily basis.

There is extraordinary range in these exhibits. Among those familiar to Japanese consumers are Bosch, the general parts maker; Bilstein for suspension; Philips in electronics; and Hella for lights. And of course, there are many parts companies that are renowned within the automotive industry but whose names

are relatively unknown to end-users in Japan.

Looking around the booths, most seem to provide very specific solutions, showing Japanese automakers and parts makers how they can help to solve technology issues or improve environmental or safety performance. There are also many companies that are enthusiastic about PR, seeing the show as an opportunity to get their corporate image out to end-users and improve the positioning of their brands.

The government and industry booths are primarily to assist and encourage business negotiations. Government booths are an excellent opportunity for smaller companies that would like to develop contacts in Japan but are not big enough to exhibit at the Tokyo Motor Show on their own. Reports indicate that many important deals have been discussed during the show period.

The automotive industry will only grow more global in the future. The foreign parts booths are a chance to view the spectrum of global automotive technologies; an opportunity to see how distinctive parts from around the world will make their way into Japanese cars; and what the base automotive technologies are for the European and American cars that are popular in Japan.

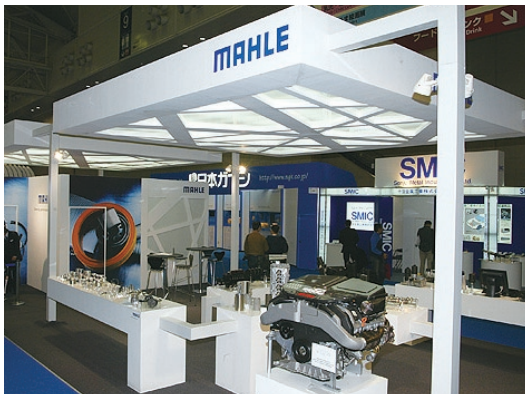
# Experience the Technology That Goes into High-Performance Vehicles



Symbolizing Bosch technology, the diesel-powered Mercedes CLK 320CDI Cabriolet

Along the main passageway in the North Hall is the **Bosch** booth. In one corner is the CLK 320CDI Cabriolet, Mercedes-Benz's first diesel convertible ever, equipped with the company's emissions cleaning technology. The exhibition underscores Bosch's prowess in this area. You can also see hybrid motors, semiconductors and ITS products.

Engine parts giant **Mahle** exhibits strong, lightweight pistons for street and race vehicles made with a new casting technology. "Cosworth Technology" has renamed itself "Mahle Power Train," and visitors were extremely interested in the Audi RS8 high-performance V-8 on display.



Mahle is famous for F1 pistons

The **Schaeffler Group** is known for its special steel and precision processing technologies, and its exhibit focuses on bearings, flywheels and clutches. Its unique technology keeps the pedal light even after the clutch has begun to wear. Parts for two-pedal manual transmissions have attracted a great deal of interest. **Siemens VDO Automotive** exhibits energy management systems for hybrid cars, brake-by-wire systems and other electronics.



Schaeffler Group technology is used in the latest engines from BMW and Hyundai



Valeo displays micro hybrids and other new technologies

**Valeo** shows off its environmental technology. The centerpiece is a micro-hybrid engine with a new idling stop system.

**Royal Philips Electric, Hella, and Osram** display new xenon and LED-based headlamps. Hella's computer-controlled adaptive frontlighting system (AFS; a technology to change lighting distribution according to driving conditions) is remarkably compact.



Hella is known for its electronic parts in Japan



Osram displays headlamp and tail-lamp assembly units



The Philips booth has an interesting demonstration that compares lamp color temperatures

Leading brake manufacturer **Brembo** displays its carbon ceramic brakes for high-performance Porsche and Ferrari sports cars; **Bilstein** shows its new PASM active suspension that is used in Porsche vehicles.

In the West hall you will find seat maker **Recaro**. Its centerpiece is the carbon frame SP-X designed for luxury models. **Keiper**, a member of the same group, has a reference exhibit of the frames for seats provided as an OEM to Land Rover.



Bilstein displays the next generation in variable suspensions



Brembo's high-performance brakes are the focus of attention

## Makuhari Car Navigation Round up!

Parts Zone

Navigation systems are among the most popular car accessories. The Tokyo Motor Show features an incredible number of devices to guide you to your destination, provide multimedia entertainment, and find shorter routes so you do not waste fuel. It's time to bring your vehicle into the next generation of car computing!

### Sanyo

A decade since Sanyo launched its Gorilla portable navigation unit, this booth includes a retrospective of past Gorilla models as well as the latest in hard disk navigation systems. There is also a reference exhibit of a two-screen display that provides different views for the driver and the passenger. The booth even has a 3-D theater to show off its next-generation Sanyo technology.



### Kenwood

The Kenwood booth stands out for the Mercedes McLaren F1 machine that the company sponsors. Its smart navigation system boasts a well-thought-out interface that is easy for even the most technophobic to operate. On the audio side, Kenwood shows its high-powered 1600 W amplifier, a model that looks destined for car audio aficionados in America.



### Alpine

The most popular section of the Alpine booth is the Mobile Media Vehicle, where visitors can experience a total package of car navigation and audio technologies. It is already compatible with the movie version of the iPod. Not only will it read video data from your iPod's memory, it will show you the movie with incredible sound.



### Carozzeria

Pioneer focuses on its market models, including the "Raku Navi" entry-level and the "Cyber Navi" high-performance models. The company is enhancing its "Raku Navi" lineup, adding a hard disk-equipped mid-range model to the lower-priced versions. The booth also has a theater where visitors can experience Pioneer's car navigation and audio technologies.



### Clarion

Clarion brings two World Premieres to its booth. The DVD/wide 7-inch AV center unit uses two-way communication so the navigation system is able to operate an iPod, and the "Bluetooth iPod" uses wireless technology to link your iPod to the navigation system without plugging anything in—it just has to be in the car. The company also displays its excellent audio technology.



### Panasonic

Matsushita's centerpiece is its AV navigation that combines an onboard terrestrial digital television tuner with a wide VGA monitor. Unlike a conventional car navigation LCD screen, the wide VGA monitor uses an ultra-precise digital HiVision technology called D2. Though small, the pictures have the crispness and resolution of a high-end home digital television.



### Eclipse

Fujitsu Ten's mainline AVN series combines entertainment and navigation functions in one unit. The highlight is the Dual AVN that uses a single LCD screen to provide two different pictures depending on the angle. The driver sees the car navigation screen; the passenger can watch TV. There is also a 1DIN-sized AVN that has a 7-inch wide monitor and can be mounted on import cars.



### Xanavi

Xanavi Informatics' navigation system displays topographical features in 3-D by using a DFD 3D LCD display that is capable of natural 3-D images without polarized glass. As the first navigation company to offer a "birds eye view," its display underscores its insistence on 3-D images. Xanavi also shows navigation systems destined for North America, Europe and China.



## Government Exhibits

Parts Zone

Five governments have exhibits at this year's motor show. Canada, Germany, USA and Sweden are regulars at the show, and this year they are joined by Malaysia, an up-and-coming player in the global automotive industry anxious to publicize its wares in Japan. The main purpose of the booths is to facilitate business negotiations, but they also provide fun, interesting exhibits to educate end-users about their countries' automotive technologies.

### Atlantic Trade Pavilion

The Atlantic Trade Pavilion is run by the government of the United States to assist its smaller parts companies. There is one company exhibiting this year, tool maker Snap-on. The stars-and-stripes booth design and the car models are popular with children.



### German Association of the Automotive Industry (VDA)

The German Association of the Automotive Industry designed its booth to look like a car. Among the exhibitors are ZF, one of the world leaders in gear boxes and coach builder Karmann, renowned for its open car roof systems. The booth provides an overview of the high level of German automotive technology.



### Government of Canada

The Government of Canada has been exhibiting at the Tokyo Motor Show longer than any other government; it had its first booth here in the 70s. The fact that so many automakers have production facilities in the country indicates the high technology achievements and excellent work force of Canada. Partnerships with Japan run deep and continue to expand.



### Government of Malaysia

The government of Malaysia highlights its growing automotive industry with its first booth at the Tokyo Motor Show. The intention is not so much to do business and negotiate export contracts to Japan as it is to publicize the advances that Malaysia's parts makers have made. The government also wants to stimulate investment from Japanese companies.



### Embassy of Sweden

The Embassy of Sweden's booth focuses on "CuproBraz," an international auto-parts alliance led by Outokumpu Copper Strip. Highlights include the intercoolers, radiators and other heat exchanger's built with copper for excellent heat conduction.



### Smaller-company technology strengths JAPIA Booth

The Japan Auto Parts Industries Association (JAPIA) has a joint exhibit for six of its members. Ohno Rubber Industrial shows its resin products; Yamato Industrial, processed pipe products; Midori Anzen and Hokuyo, interior leather products; Sigma, non-contact sensors; and Miyamoto Electric Horn, relays and horn switches. All of the products feature original, proprietary expertise and highlight the technological capacities of smaller Japanese companies.

# TOKYO MOTOR SHOW 2005 Symposium (held November 5)

## Automobile Taxation 2005

- Coordinator/facilitator: Naotsugu Mihori, Motor Journalist
- Facilitator: Yoshiko Koyama, Freelance Announcer
- Panelists: Terry Ito, Producer  
Kayoko Miyata, Freelance Newscaster  
Nobuteru Ishihara, Member of the House of Representatives  
Masahiro Sugiyama, Professor, Waseda University Graduate School
- Sponsor: Automobile Taxation Reform Forum

This is the third year for this Forum, which discusses the problems in Japanese automobile taxation. To mark the midpoint of its five-year plan, the Forum brought two new innovations this year. At certain points during the panel discussion, the audience was invited to press buttons to respond to a survey which was analyzed on the spot. Audience members and panelists were also invited to give their opinions on the ideal form of automobile taxation so that the Forum could prepare a set of interim recommendations.

The event began with comments from Terry Ito, Kayoko Miyata, Nobuteru Ishihara, and Masahiro Sugiyama. This was followed by a question for the audience: "If you buy a new car for ¥1.8 million and drive it for three years, how much tax will you pay?" Of the 275 members of the audience, 16 replied "about ¥150,000," 94 said "about ¥300,000," and 165 said "about ¥500,000." The right answer was ¥524,100. Using this as a base, the audience was then asked if it thought automobile taxes were "too high," "just right" or "too low,"



and 233 said that they were indeed "too high" (89%).

The discussion then moved to the fact that Japan has nine different forms of automobile taxes, a rather odd system by any measure. When purchasing a car, one gets hit with a double bite for automobile acquisition tax and consumption tax. Then there are gasoline taxes against which consumption tax is also charged. Why, the Forum asked, are Japanese automobile taxes so high compared to other countries?

Then the topic turned to how these tax revenues are used, highlighting government plans to take the surplus from taxes earmarked for road construction, something that only drivers pay, and reallocating them to the general revenues or to environmental taxes. This led to another audience question: "Since there are surpluses, should the provisional tax rate be lowered?" 207 members of the audience (87%) said yes.

Summing up the survey responses and panelists opinions, Naotsugu Mihori said, "If taxes earmarked for road construction are to be reallocated, they should be returned to their original rates," and proposed including this in the interim recommendations, an idea that was widely applauded.



## TOPICS Commercial Melodies Bring Back Favorite Cars.



### BMG Japan compiles a first-ever CD of commercial songs

There are some melodies that have been used in commercials that are so evocative you recall the good old days and good old cars of the past. Record company BMG Japan has produced an official compilation CD that traces the history of automobile commercials. CDs are available at official merchandise corners throughout the show and are selling extremely well.

Included on the CD is Boz Skaggs' "Twilight Highway," which was used to advertise the Toyota "Cresta" in the 80s; Santana's "Europe" (Mitsubishi Lancer); Michael Bolton's "When a Man Loves a Woman" (Nissan Laurel); and Maroon 5's "Sunday Morning" (new Toyota "Vitz"). There are 18 songs in all.

## Live from Makuhari Messe Tokyo FM Mobile Studio

Tokyo FM (80.0 MHz) usually broadcasts its program titled "so good" from its studio in the "Spain-zaka" section of Shibuya, Tokyo, but came to Makuhari to do a live broadcast from the Tokyo Motor Show. Radio personality Akihisa Souguchi took some time to talk with listeners directly. Several aspiring young DJs were also on hand inside the hall for live talk shows.



## Voice from Customer "Loved the family events"

Mikiko Urushibata (housewife) and family

The Urushibata family drove to the show in their Majesta from Kawasaki with their two children, using the Aqualine to get across the Tokyo bay. Their first stop at the show was the Kids Corner where the TOMICA Corner is located. Their son, Shuhei (3rd grader), was disappointed that the radio controlled cars had sold out, but greatly enjoyed climbing on to a big motorcycle with his sister Minami (1st grader). At the import car section, they were fascinated by the Fiat with its cleverly-designed wheels. The kids took the opportunity to climb in and try out the steering too. "I was worried that the children would be bored, but I'm glad I brought them because it was a chance to see and touch exotic cars and motorcycles, and there were lots of children's events as well," says a satisfied mom.



### VIP Visit 5-Nov-05 (Sat)

**Nobuteru Ishihara**  
Member of the House of Representatives  
Chairman, Judicial Affairs Committee

### Today's EVENTS 6-Nov-05 (Sun)

- \* **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 ]
- \* **Police Motorcycle Demonstration**  
12:00~12:30 ] Festival Park in the West Rest Zone  
14:00~14:30 ]
- \* **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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November 5 visitors **119,500 persons**  
Total visitors **1,394,200 persons**

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