

The 39th

Passenger Cars & Motorcycles

TOKYO MOTOR SHOW 2005



News

vol. **19**

November 7, 2005

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。

The 39th Tokyo Motor Show Closes

To 1.5 Million Visitors and the Entire World — "New Ideas for All Aspects of the Automobile"



After a successful 17-day run, the 39th Tokyo Motor Show (Passenger Cars & Motorcycles) closed its doors on November 6. The show was held by the Japan Automobile Manufacturers Association, Inc. at the Makuhari Messe in Chiba. A total of 1,512,100 people visited the show, an increase of 91,700 from the previous (37th) show.

This year marked a milestone for the Tokyo Motor Show, the first step in its next 50 years of evolution and innovation. Its

theme was "Driving Tomorrow!" from Tokyo" and it enjoyed the participation of 239 companies, 5 governments and 1 organization from 13 countries and 1 region, including Japan. Their exhibits of automobiles and parts were truly worthy of the show theme and exhibitors were able to communicate their messages not only to visitors but, thanks to the large numbers of domestic and foreign press covering the show, the entire world.

Looking Back on the 39th Tokyo Motor Show

One of the tasks that the Tokyo Motor Show set for itself this year was to alleviate congestion on weekends, and to do this it extended the show period to include three weekends instead of the standard two. This proved to be a very effective strategy. Even though more than 1.5 million people visited the show, visitors on Saturdays, Sundays and holidays averaged 123,000, which was 31,000 below the weekend/holiday average for the previous (37th) show. Smoothing out the number of visitors over the entire show period helped to significantly reduce the congestion.

Obviously, less congestion meant that visitors had more space and more opportunities to enjoy the show, and also facilitated security, guidance and visitor support services. There were even substantial declines in the numbers of lost children and lost-and-found reports.

The less-congested halls also had new ceiling lighting, which gave an even more brighter and colorful atmosphere to exhibitor booths.

Exhibitors brought a total of 79 World Premieres and 120 Japan Premieres to the show. Among the highlights were environmental and safety technologies. A total of 55 of the world's most advanced environment-friendly vehicles including fuel cell, hydrogen, electric, and hybrid cars were on display.

As always, the show was also full of original, innovative, creative designs and ideas about how to make cars even more fun and enjoyable in the future. But whether in passenger cars, motorcycles, parts or accessories, exhibitors made sure to emphasize how their products balanced the requirements of environment and safety with the need for comfort.

This year had more organizer-sponsored events than previous shows. The Clean Energy Vehicle Test Rides were joined by a Kids Motorcycle Sports School, for example. In the booths, there were substantially more simulators available so that visitors could experience for themselves the advanced safety technologies of the future, which is in keeping with the Tokyo Motor Show's orientation towards "audience-participation, hands-on" experiences.

Tokyo has also become more mature as an international show. The automotive industry is becoming increasingly international, and trans-border alliances are more and more the norm. The show reflects those trends, making no distinction between domestic and foreign exhibitors within the halls and allowing motor fans to focus on the vehicles themselves.

Also popular were the retrospective on the first 50 years of the Tokyo Motor Show and the Carrozzeria Exhibit, both of which were held in the Event Hall. Indeed, it was extremely meaningful to allow the young people who will lead the industry in its next half-century the opportunity to view with their own eyes the models that helped to support the Japanese automotive industry in its rise. Innovative events, programs and ideas like these also helped to make the 39th Tokyo Motor Show an enormous success.



The 40th Tokyo Motor Show Announcement

Name:	The 40th Tokyo Motor Show (2007) (name tentative)
Organizer:	Japan Automobile Manufacturers Association Inc.
Show period:	Fall 2007
Venue:	Makuhari Messe, Chiba, Japan



The 39th TOKYO MOTOR SHOW 2005

Passenger Cars & Motorcycles



Number of Visitors

Date		Weather	Attendance	Cumulative
Oct 19 (Wed)	<Press Day>	Cloudy	8,500	8,500
Oct 20 (Thu)	<Press Day>	Sunny	4,800	13,300
Press breakdown (domestic: 10,000; international: 3,300)				
Oct 21 (Fri)	<Special Guest Day>	Sunny	43,000	43,000
Oct 22 (Sat)	<Public Exhibition>	Rain	84,400	127,400
Oct 23 (Sun)	<Public Exhibition>	Sunny	107,600	235,000
Oct 24 (Mon)	<Public Exhibition>	Sunny	58,500	293,500
Oct 25 (Tue)	<Public Exhibition>	Sunny	55,400	348,900
Oct 26 (Wed)	<Public Exhibition>	Cloudy, raining later	60,600	409,500
Oct 27 (Thu)	<Public Exhibition>	Rain, clearing later	59,000	468,500
Oct 28 (Fri)	<Public Exhibition>	Sunny	63,600	532,100
Oct 29 (Sat)	<Public Exhibition>	Cloudy, some rain	133,200	665,300
Oct 30 (Sun)	<Public Exhibition>	Cloudy	146,200	811,500
Oct 31 (Mon)	<Public Exhibition>	Cloudy	62,200	873,700
Nov 1 (Tue)	<Public Exhibition>	Sunny	71,500	945,200
Nov 2 (Wed)	<Public Exhibition>	Sunny	84,900	1,030,100
Nov 3 (Thu, holiday)	<Public Exhibition>	Sunny	152,600	1,182,700
Nov 4 (Fri)	<Public Exhibition>	Sunny	92,000	1,274,700
Nov 5 (Sat)	<Public Exhibition>	Sunny	119,500	1,394,200
Nov 6 (Sun)	<Public Exhibition>	Cloudy, raining later	117,900	1,512,100
Total general public visitors: 1,512,100				

Test Rides of Clean Energy Vehicles

18,783 participants

Symposiums

2,122 participants

Kids Motorcycle Sports School

574 pairs,
1,148 participants

Blood Donors

2,866 people

Bone Marrow Bank Registrations

850 people

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Editor's Notes

Isao Tanaka, Executive Director & Secretary General
Japan Automobile Manufacturers Association, Inc.

This was a landmark show. It has been 50 years since the "Tokyo Motor Show" was first held in 1954 in Hibiya Park, Tokyo, and with the 39th show we enter a new half century. This year the show exceeded its target of 1.5 million visitors, an achievement that will provide new impetus and ambition for the next 50 years. The longer show period helped to smooth out visitor numbers and relieve congestion, creating an environment in which people could view the show at their leisure. The 40th show will be held in the fall of 2007 and will be the first of a new comprehensive format that includes passenger cars, motorcycles, commercial vehicles, commercial vehicle bodies and parts all under one roof. We will aim to create a compact, well-designed show that provides the maximum amount of information, based on our 50 years of experience and expertise.

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November 6 visitors 117,900 persons
Total visitors 1,512,100 persons

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