

The 40th 第40回東京モーターショー2007

TOKYO
MOTOR SHOW
2007



News vol.1

October 25, 2007

世界に、
未来に、
ニュースです。

Catch the News,
Touch the Future.



The Thrill and Excitement of the Automobile Comes to Makuhari

The world's best forum for delivering the automotive industry's messages



The new, comprehensive-format 40th Tokyo Motor Show 2007 (sponsored by the Japan Automobile Manufacturers Association, Inc.) will be held for a period of 17 days from October 26 to November 11 at Makuhari Messe, Chiba. Prior to the public exhibition starting on October 27, the show was open to members of the press on October 24 and 25. This is a very environmentally-oriented show, reflecting the global trend towards stiffer environmental regulations. Also notable is the large variety of reference exhibits designed to reinvigorate the slumping domestic market by reminding visitors of just how fun automobiles can be.

The theme for the 40th show is "Catch the News, Touch the Future." and behind this is a direct expression of our ideals that the Tokyo Motor Show not only be a venue for displaying the environment-friendliness, safety and comfort of the world's automobiles, but an opportunity to reconfirm how much enjoyment and interest they can bring to lives. In short, we want this to be a forum where users can encounter the "thrill and excitement of the automobile," so that younger people and women also find enjoyment and meaning by coming. In conjunction with this, we should highlight the wide range of special events

designed to embody and demonstrate the dreams, joy and splendor of cars. One of the hallmarks of the Tokyo Motor Show is the large amount of audience-participation, hands-on events that give visitors a chance to come in closer contact with cars and become car fans. The large number of test rides and other entertainment-oriented events makes the show more enjoyable for women, young people, families and a wide range of other visitors.

This year marks the milestone 40th Tokyo Motor Show. We have taken this opportunity to change the show's format, integrating the passenger car and commercial vehicle shows that had been held separately in the past and creating a new comprehensive show that will be held every other year to bring together the entire breadth of the automotive industry: passenger cars, commercial vehicles, motorcycles, vehicle bodies, parts, tools, and equipment. Our goal is for the show to create the world's best forum for delivering the industry's messages, featuring world premieres, a full range of models and a special emphasis on advanced environmental and safety technologies.

Exhibitors and layout

Compact, yet with a punch

For the organizers, one of the chief challenges of the new comprehensive format that combines passenger cars and commercial vehicles was how to fit everyone in the limited space available. We have made full use of the facilities of Makuhari Messe and, when outdoor exhibit areas are included, the total exhibit space is 11% larger than the previous show. While we have a relatively compact show, we make full use of a good and powerful layout. The exhibits themselves pack a punch, with the world's top levels of World Premiere and Japan Premiere models on display for the enjoyment of visitors.

This year's show has exhibitors from 11 countries and 1 region (including Japan), comprising 4 governments (Canada, Germany, Sweden, USA), 1 organization, and 241 companies. A total of 35 passenger car companies have exhibits (9 domestic, 26 foreign), and they bring with them a combined total of 542 vehicles. Nine companies (4 domestic, 5 foreign) exhibit in the motorcycles division, 5 in commercial vehicles (4 domestic, 1 foreign). There are also 3 domestic auto body makers. In the parts division, we have 183 companies, 4 governments, and 1 organization (164 companies and 1 organization are domestic, 19 companies and 4 governments are foreign).

The show boasts a total of 77 World Premieres (36 passenger cars, 5 commercial vehicles, 32 motorcycles and 4 bodies). It also has 103 Japan Premieres (75 passenger cars, 2 commercial vehicles, 26 motorcycles), for an extraordinary total of 180 premieres, with a particularly large number coming from Japanese manufacturers. These vehicles will be the highlight of the show and are expected to serve as a catalyst to trigger an upturn in the slumping domestic market.

Below is a breakdown of exhibitor booths by hall (note that the Event Hall is being used as the Tires & Audio Hall).



East Hall (passenger cars)

Domestic manufacturers: Mazda, Mitsuoka. Foreign manufacturers: Ford, Volvo, Jaguar, Land Rover, Chrysler, DaimlerChrysler (Mercedes-Benz), smart, Porsche, Hyundai, Citroën.



West Hall (passenger cars/parts)

Domestic passenger car manufacturers: Toyota, Daihatsu, Subaru. Foreign passenger car manufacturers: Audi, Volkswagen, Peugeot, Bentley, Lamborghini. Parts: Engine parts, electricals, meters, lights, governments/organizations.

SPECIAL

Numerous events make the show even more fun

■ Tokyo Motor Show Symposium 2007

The Tokyo Motor Show Symposium is a series of talk shows, lectures and panel discussions on nine themes of interest to the general public, focusing on the future of the automobile and environment/ecology issues. These events are held as part of the show's efforts to deliver information from the automotive industry. The venue for the symposium is the International Conference Room on the 2nd floor of the International Conference Hall. A list of topics, times and sponsors is provided below.

5th "Let's Talk about Vehicle Taxation" Symposium		
October 27 (Sat)	14:00-15:30	Vehicle Taxation Forum
2nd "Moving to Sustainable Mobility" Symposium		
October 29 (Mon)	13:00-17:00	Japan Automobile Research Institute
8th Automobile Safety Symposium: Measures of Heavy Duty Vehicles		
October 30 (Tue)	14:00-17:30	Ministry of Land, Infrastructure and Transport
The 2nd International Symposium on Environmental Issues in Asia		
October 31 (Wed)	14:00-17:00	Waseda University/Japan Automobile Manufacturers Association, Inc.
Perspective of the Motorcar Travel for the Future		
November 2 (Fri)	13:30-16:30	Nippon Road Destinations
Freedom of Movement: Broadened Horizons, Enriched Experience		
November 3 (Sat)	14:00-15:30	Japan Automobile Manufacturers Association, Inc.
ELV Recycling Show / Panel Discussion		
November 4 (Sun)	13:30-16:20	Ministry of Economy, Trade and Industry, Ministry of the Environment, 3R (Reduce, Reuse, Recycle) Promotion Forum
Car User Meeting with JAMA Chairman Cho: Let's Talk on the Dreams, Fun and Splendor of Automobile!		
November 8 (Thu)	14:00-16:00	Japan Automobile Manufacturers Association, Inc.
2nd Beautiful Japan: Enjoy Smart and Comfortable Driving!		
November 10 (Sat)	14:00--16:10	ITS Japan (nonprofit organization)

■ 4x4 Adventure Test Ride ^{NEW}

Visitors can ride along in a 4WD vehicle as a professional driver takes it through an off-road course to demonstrate first-hand the safety and performance that this category offers. For the event we have created a special course within Block G of Kaihin Park adjacent to Makuhari Messe. A total of 19 vehicles from 7 domestic and foreign companies will be available.

■ Safety Experience Test Ride ^{NEW}

This test ride demonstrates the advanced safety features of today's cars, including antilock brake systems (ABS) and electronic stability control (ESC). On hand will be a total of 9 vehicles in 6 models from 6 manufacturers. The venue is Block G of Kaihin Park. Participation is open to any visitor holding a valid drivers license for at least 1 year.

■ Clean Energy Vehicles Test Ride

The purpose of this test ride is to show visitors what the automotive industry is doing to address environmental issues as countries around the world impose more stringent environmental regulations. With the high price of gasoline, this will be of particular interest to most drivers. Visitors will be able to experience the latest in eco-car technologies, including fuel cells, hydrogen, electricity, hybrids and biofuels. A total of 13 vehicles from 8 participating companies will be on hand. The test ride is located in Blocks D and E of Kaihin Park.

■ Commercial Vehicles Test Ride

This test ride is particularly popular with children because they can ride in vehicles they normally never have an opportunity to get into. It is also an area where visitors can experience for themselves the evolution that is taking place with commercial vehicles. The test ride features a total of 9 trucks, trailers, vans and buses from 8 participating exhibitors.



Center Hall (passenger cars/parts/equipment)

Domestic passenger car manufacturers: Nissan, Honda, Suzuki, Mitsubishi. Foreign passenger car manufacturers: General Motors, Saab, BMW, Alpha Romeo, Renault, Ferrari, Lotus, Maserati, Alpina, Rolls-Royce. Parts: Electricals, meters, lighting, equipment etc.



Outdoor Exhibit Space (bodies)

Auto bodies will be on display in the West Rest Zone from October 24 through 30. Exhibiting will be Kodaira, ShinMaywa Industries, Morita, Kyokuto Kaihatsu Kogyo, Tadano, Fujicar Mfg. From November 1, this exhibit space will turn into the Lifestyle Park.



North Hall (passenger cars, motorcycles, auto bodies, parts)

Domestic passenger car manufacturers: Hino, Isuzu, Mitsubishi-Fuso, Nissan Diesel. Foreign passenger car manufacturers: Volvo Truck. Domestic motorcycle manufacturers: Honda, Yamaha, Suzuki, Kawasaki. Foreign motorcycle manufacturers: Harley-Davidson, Triumph, Ducati, Kymco, Adiva. Auto bodies: Nissan Shatai, Toyota Auto Body, Kanto Auto Works. Parts: Bodies, interior, accessories, performance, organizations, helmets etc.



Event Hall (Tires & Audio Hall)

One of the most popular parts of the show with younger visitors. Tires and Wheels: Bridgestone, Sumitomo Rubber, Yokohama Rubber, Goodyear Japan, Michelin Japan, Toyo Tire & Rubber, Topy Industries, Chuo Precision Industrial, PIAA, Ube Industries, Ring Techs, Rays, Pirelli Japan. Audio/navigation: Matsushita, Sonic Design, Fujitsu Ten, Clarion, Zenrin, Sanyo Electric, Xanavi Informatics, Pioneer, Alpine, Bose Automotive, Kenwood.

Wide lineup of audience-participation,

*The test ride ticket booth is located on the west side of the South Rest Zone at Makuhari Messe.

■ Kids Motorcycle Sports School

A school to discover and develop elementary school children's abilities and improve family ties by gaining experience with motorcycles. Held in the Central Rest Zone as part of the social contribution activities of the Nippon Motorcycle Association (NMCA). Scheduled for 6 days: October 27 and 28; November 3, 4, 10 and 11.

■ Demonstration Runs by Vehicles Racing in the 5th Student Formula SAE Competition of Japan NEW

The Student Formula SAE Competition is a test of general manufacturing capabilities that asks students to conceive, design and fabricate their own competitive automobiles. Schools that participated in the 5th competition (September) will have their vehicles at the show for demonstration runs. Entries from 7 participating schools can be viewed in the Central Rest Zone from October 29 to November 2.

■ Clean Energy Vehicle Classes for Children and Parents (preregistration required)

These classes are designed to deepen understanding of clean energy vehicles. They are open to elementary school children primarily from Chiba City, and also to elementary school students chosen from the general public by the Asahi Shogakusei Shimbun, who will use lab kits for an enjoyable, easily understood lesson. Classes will be held in Room No. 301 on the 3rd floor of the International Conference Hall from October 29 to November 1.

hands-on special events

■ Car Modeling Experience Classes for Children (preregistration required)

This is a new class that gives children the opportunity to experience the world of car modeling. Held with the cooperation of Mainichi Shimbun, it uses clay to teach the enjoyment of manufacturing. Classes are scheduled for October 27 and 28 and November 3 and 4 in Room No. 301 on the 3rd floor of the International Conference Hall.

■ Cinema Theater: Cars full of dream, fun and splendor NEW

The theater will show two films that highlight the technology that goes into Japan's world-leading automobiles and the passion for manufacturing that drives it. In the "Cars full of dream" segment, host Denjiro Yonemura will explore the advanced environmental and safety technologies of Japanese cars. In the "Cars full of fun and splendor" segment, a documentary will trace students competing in the 5th Student Formula SAE Competition. Viewings will be held in Room No. 302 on the 3rd floor of the International Conference Hall from October 27 to November 11.



4 x 4 Adventure Test Ride tackles the off-road course

Slot Car Circuit NEW

The Kids' Park (2nd floor North Hall) will include a slot car circuit featuring 1/32 scale models. Slot car racing is very popular in Europe and other parts of the world. Participants use controllers to adjust the speed of the machine for a thrilling race experience. The circuit is open to elementary school children and younger, with hotly-contested races held every day. The event runs from October 24 to November 11.

Lifestyle Park (West Rest Zone)

Lifestyle Park is popular with families for its car-oriented events that allow visitors to interact with and experience cars and automotive technology. The event will be held from November 1 through 11.

<Traffic safety events by the Chiba Prefectural Police>

The Chiba Prefectural Police have a number of events planned, including the seat belt convincer, a driving aptitude test, exhibits of patrol cars and police motorcycles, loaning of police uniforms to children and issuing of children's drivers licenses.

<Trial Demonstration>

JAMA: This event is designed to improve the image of motorcycles by having professional drivers demonstrate their off-road skills. Scheduled to perform are drivers Naoki Kobayashi and Motoharu Honda.

<Double Dutch>

JAMA: A collaborative performance of dancing and jump roping together with a traffic safety quiz.

<Towing Demonstration>

Japan Automobile Federation: The JAF towing team will demonstrate how their vehicles lift, tow and move cars blocking traffic after accidents or breakdowns.

<bayFM Traffic Safety Special>

Bayfm 78: Live broadcast from Lifestyle Park.

Children's Art Exhibit

This is a popular, ongoing event held with the cosponsorship of the Chiba City Kindergarten Association to promote exchange with the local community and deepen the community's sense of participation in the show. Our theme was "Shaping Your Dreams: My Dream Car" to provide children with the scope for free expression of their ideas about automobiles. All of the artwork submitted (3,530 pieces from 56 kindergartens) will be on display at the 2F Kids' Park in the North Hall.

Takaratomy Collaboration Event NEW "Shaping Your Dreams by Tomica"

This is the 10th Motor Show to have a children's art exhibit, and to celebrate this milestone we have, with the cooperation of Takaratomy, selected three unique ideas from among the artwork contributed by children and turned them into Tomica models. The Tomica reproductions will be on display at the "TOMICA/Choro-Q Corner" on the 2nd floor of the North Hall throughout the show. The awards ceremony is scheduled for October 27 at 2:00 p.m.

Other related events

- "Gran Turismo 5 Prologue:" Next-Generation Car Life Experience Arena (located on the 2nd floor in front of the Central Mall East Hall)
- Blood Drive and Bone Marrow Bank Corner (Special Conference Room, south side of the North Hall)

Visitor services

- JAMA Information Booth (2nd floor Central Mall, in front of the Central Hall)
- Shops: Three shops will be selling official merchandise and exhibitor premium merchandise (located at the North Gate, West Gate and Yasuragi Mall).
- Seven shops will be selling the Japanese Motor Vehicles Guidebook, handy bags and eco-bags.

EVENT

The 40th Tokyo Motor Show 2007 Pre-event @ Omotesando Hills and Tokyo Midtown Historical footage of the Motor Show and preview of concept cars



Actress Tomoka Kurotani makes an entrance at Omotesando Hills



From October 10 through 14, an exhibition space was set up at Omotesando Hills, a commercial facility popular with young people, where visitors could view the Toyota "i-REAL" and "FT-HS" concept models prior to their display at the Tokyo Motor Show. JAMA also had a corner to demonstrate its CO2 reduction campaign.

Then from October 18 through 21, the show had a booth at Tokyo Midtown, a commercial compound in Roppongi. Covered up and down in colorful "Tokyo Motor Show 2007" decals, the JAMA corner used LCD displays to show footage of past shows.



The "Hi-CT" concept car on display at Tokyo Midtown



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The 40th

TOKYO MOTOR SHOW 2007

October 24: 8,900 visitors

Total 8,900 visitors

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