

The 40th 第40回東京モーターショー2007

TOKYO
MOTOR SHOW
2007



News vol.2

October 26, 2007

世界に、
未来に、
ニュースです。

Catch the News,
Touch the Future.



The Cars of Your Dreams Compete for the Future

Advanced environmental, fuel economy, safety and information technologies render "friendly" and "fun"

Come tomorrow, October 27, the 40th Tokyo Motor Show 2007 will finally open to the public at Makuhari Messe, Chiba. The show brings together the latest in environment, fuel economy, safety and information technologies, and the venue is abuzz with talk of soon-to-be-announced new models, next generations of popular sports cars, and creative concept cars that show their dreams for how people and automobiles will interact in the near future.



Toyota's "RiN"



Nissan's "PIVO 2"



Honda's "CR-Z"



Isuzu's "ELF"

Next-generation clean diesel engine



This is the first exhibit of passenger cars and motorcycles in two years and the first of commercial vehicles and vehicle bodies in three. Domestic and foreign automakers alike have futuristic concept cars on display, and they run the gamut from ultra-low fuel consumption eco-cars that aim for economy and environment-friendliness, to "human-friendly" cars that incorporate new materials and accident-prevention technologies so that serious injury does not result even on slight contact with pedestrians, to the next generation of sports cars developed for the pure enjoyment of driving to appeal especially to younger visitors.

Eco-cars are the headliners, and Toyota is displaying its next generation hybrids like the "FT-HS" sports car and the "1/X," a future Prius model. With the "1/X," the company seeks to reduce weight to 1/3 of the current Prius to double fuel economy. At the Honda booth you'll find the "PUYO" fuel cell vehicle with its silicon-coated body and the gasoline/electric hybrid "CR-Z," an environment-friendly sports car. Mazda shows off its "Premacy

Hydrogen RE Hybrid" that runs on either hydrogen and gasoline.

One of the highlights of the show is the evolution that has taken place in electrical vehicles. Mitsubishi equips its rechargeable electric car with a solar panel and wind-generator fan to create the "i MiEV Sport;" Fuji Heavy's "G4e" seats five and has a next generation lithium battery that enables it to run 200 km per charge.

Among the unique prototypes are Toyota's "i-REAL" and also the "RiN," which improves passengers' physical and emotional health as they ride. Nissan's "PIVO 2" is able to move sideways and brings more fun to the drive with a talking robot, while Suzuki's "PIXY+SSC" pursues human-friendly sustainable mobility. Daihatsu also has some interesting concept models of its own, like the "OFC-1" convertible that has an electrically-controlled glass top.

Also at the center of attention are the next generation clean diesel engine models that aim for full-scale launch in the Japanese market.

Top executives perform for crowds of reporters

In advance of the public viewing that begins on October 27, manufacturers of passenger cars, motorcycles, commercial vehicles and parts participating in the 40th Tokyo Motor Show 2007 discussed their exhibits with members of the domestic and foreign press on the 24th and 25th. The press briefings took place in the hall, offering top executives the opportunity to give powerful voice to their companies' strategies, and to highlight their concept cars and how they bring greater human and environmental friendliness to the automobile.

The press briefings began at 9:30 AM on the 24th with a presentation by Volkswagen in the West Hall and continued on throughout the day, moving from booth to booth. There were large numbers of foreign reporters from both the West and Asia on Press Day, perhaps because of the new comprehensive format that combines passenger cars and commercial vehicles. Indeed, the number of reporters far exceeded the press seats that had been provided at some exhibitor booths, and many spilled out into the passageways and adjacent booths. Several members of the press were seen listening intently to speeches on the LCD monitors instead.

Each exhibitor was allotted 15 minutes. The show's main theme for this year is "Catch the News, Touch the Future," and as one might expect, companies used this as a prime opportunity to powerfully convey their message to the world, with top managers putting a great deal of time and effort into their performances and explanations of exhibit highlights.

Toyota had the first briefing among the domestic automakers and president Katsuaki Watanabe appeared on stage driving the "i-REAL," a human-friendly personal mobility unit. He emphasized Toyota's manufacturing philosophy of "sustainable mobility" that seeks to harmonize human beings and the environment. Honda President Takeo Fukui showed off the company's unique "PUYO" fuel-cell vehicle of the near future; Nissan's President Carlos Ghosn drove into the briefing in the "GT-R" sports car that is due for official launch soon. A number of other distinctive concept models were also displayed



Toyota's President Watanabe "drives" an "i-REAL" personal mobility unit for a throng of reporters



President Shoji Kondo of Hino Motors speaks on environmental technologies

for the press.

In addition to prototypes and concepts, Mazda, Suzuki, Daihatsu and Fuji Heavy all added excitement to their briefings by displaying new models scheduled to go on the market at the end of this year or early next year, indicating high expectations for stirring up demand.

The 25th saw briefings from parts manufacturers like Denso and the Aisin Group as well as Sumitomo Rubber and other tire companies. Commercial vehicle manufacturers like Isuzu, Mitsubishi-Fuso and Hino emphasized environment-friendliness in their presentations.



Aisin and other parts booths wow the press with new technologies

From luxury cars to compacts, 63 premieres—Foreign passenger cars

IMPORTED EXHIBIT

The show features 26 foreign passenger car manufacturers from 7 countries (United States, United Kingdom, Italy, Sweden, South Korea, Germany, and France). Together they display a total of 178 vehicles. In addition to 57 models making their first appearance in Japan, they have also brought along 6 World Premieres. From the very first Press Day, the import booths had the festive atmosphere you would expect from an international motor show.

Volkswagen Chairman Martin Winterkorn said in his briefing that the group sold a total of 4.68 million vehicles during the past term, setting a new record. He emphasized that automobiles continue to be a growth industry in Germany. Director Stefan Krause of BMW said the company has achieved its global sales plan ahead of schedule and spoke about its ambitious R&D investments, noting that BMW will emphasize the development of advanced technology and continue to offer cars that bring joy and excitement to drivers.

As always, the international booths have a lot of variety, reflecting the cultures of their countries and companies. Premium brands like Mercedes-Benz, BMW and Ferrari are packed with concept cars and new models



BMW announces hybrids and real sports models



targeting the wealthy. Meanwhile, manufacturers like Volkswagen and Renault that emphasize compact cars highlight the space efficiency and fashionability of their vehicles. Among the newcomers is the US Dodge brand that just began marketing in Japan this year. Environ-



America's Dodge debuts in Japan

mental technologies at the foreign automaker booths include clean diesel, which is very popular in Europe, and also new hybrid systems that are ready for mass production.



Volkswagen's "SPACE UP!" features innovative packaging

Distinctive concepts and designs—Motorcycles

MOTORCYCLE

The motorcycles division has a total of 9 exhibitors, 4 from Japan and 5 from overseas. As environmental technologies evolve and become more advanced, motorcycle manufacturers are emphasizing the extraordinary fun and potential that these vehicles offer drivers. Yamaha Motor President Takashi Kajikawa noted that while Asia and Latin America were growth markets, even mature markets like Japan and Europe can maintain their demand for motorcycles by providing higher value-added products and services. President Hiroshi Tsuda of Suzuki Motor unveiled the company's innovatively designed

► Honda's "EV06" large cruiser

Suzuki President Tsuda unveils a "new concept +α" scooter



Yamaha advocates a high value-added strategy



Kawasaki's "Ninja 250R"

scooter that "brings new mobility to urban environments." From small to large and from the most practical to the most quirky, the motorcycle exhibits display consistently distinctive designs. The large number of World Premiere models is yet another reason not to miss the North Hall.

Press Center improves convenience

"Catch the News, Touch the Future." As the name suggests, a steady stream of hot stories is going out from the Tokyo Motor Show to media around the world. The field headquarters for reporters is the Press Center located on the 2nd floor of Makuhari Messe's International Conference Hall. Bridgestone provides the backup for operations. Every effort has been made to give reporters the information and telecommunications access that they need to do their jobs. All of the work desks in the Center are connected to the LAN by cables, and wireless is also available, as are computers specifically for the processing of digital photographs and a full library of sponsor photographs for the press. The Center attracts greater numbers of users each time the show is held. Given the large turnout expected on the Press Days (24th and 25th), it was expanded to 456 work desks, nearly double what was available at the previous show.

With the cooperation of Hitachi, a "μ-Chip" system is used to manage data for registered members of the press, a move



The vastly expanded Press Center was full and buzzing with activity

that has significantly improved convenience. For example, the show is able to offer the press cloakroom facilities that provide locker space for 2,880 people, and the chip also accelerates entrance checks to the Center. Reporters gave it high marks, saying that their jobs have become easier because of the system.

Two guidebooks car aficionados should not be without

The Japan Automobile Manufacturers Association's "Japanese Motor Vehicles Guidebook 2006-2007" (all color, 430 pages) is on sale at the Tokyo Motor Show. In addition to its traditional function as a general catalog of Japanese passenger cars, commercial vehicles and motorcycles, this issue also contains an approximately 70-page feature on domestic and international car festivals. Highlights include on-site reporting, valuable historical photographs and detailed data from events like the world-famous Goodwood Festival of Speed in the UK and the Monterey Weekend in the US, making this a volume that car aficionados will want to keep. Copies can be purchased at North Gate 1, the South side of the North Hall, the Center Rest Zone, Yasuragi Mall, Ikoi Mall, the service passageways and the 2nd floor Central Mall. The guidebook sells for 1,200 yen (consumption tax included). Stands also have the "Tokyo Motor Show Guide 2007," the official guide to the show published by Nikkan Jidosha Shimbun (price including consumption tax: 500 yen) and an excellent handbook to ensure you get the most out of your visit.



"Automotive Guidebook 2007-2008" and "Tokyo Motor Show Guide 2007"

VIP VDA Chairman visits Japan and praises environmental technology

The Tokyo Motor Show attracts a large number of international VIPs from the auto industry, and one of the first to visit the show was Matthias Wissmann, President of the German Automobile Industry Association (VDA). He enthusiastically toured the venue and was naturally interested in the exhibits of German automakers like VW, BMW and Audi. He also stopped by the organizer's secretariat for a chat with Yoshiyasu Nao, Vice Chairman of JAMA where he discussed the extremely high regard in which Europe holds the environmental technologies of Japanese automakers. The friendly interaction between the Japanese and German industry associations was capped with a promise to cooperate with each other and exchange more information in the future.



Matthias Wissmann, President of the German Automobile Industry Association (VDA) chats with Vice President Yoshiyasu Nao of JAMA

EVENT

Today's EVENTS
26-Oct-07 (Fri)
Special Guest Day

● 4 x 4 Adventure Test Ride

11:00~16:00
Makuhari Seaside Park, G Block
(special course)

● Safety Experience Test Drive

11:00~16:00
Makuhari Seaside Park, G Block
(special course)

● Clean Energy Vehicles Test Ride

11:00~16:00
Makuhari Seaside Park, D / E Block
(special course)

● Commercial Vehicles Test Ride (East side of East Hall)

11:00~16:00
Public roads around Makuhari Messe
(starts and ends on the eastern road of Makuhari Messe South Rest Zone)

* Test ride tickets available at West side of the South Rest Zone. *Schedule subject to change according to weather conditions.



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The 40th

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October 25: **5,400** press visitors

Total: **14,300** press visitors

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Japan Automobile Manufacturers Association, Inc.

Nihon Jidosha Kaikan, 1-1-30 Shiba Daimon, Minato-ku, Tokyo 105-0012 JAPAN

TEL.03-5405-6119 FAX.03-5405-6136 WEB SITE www.tokyo-motorshow.com

JAMA