

The 40th 第40回東京モーターショー2007

# TOKYO MOTOR SHOW 2007

## News vol.4



October 28, 2007

世界に、  
未来に、  
ニュースです。

Catch the News,  
Touch the Future.



## The 40th Tokyo Motor Show 2007 Opens to the Public Enthusiasm despite the weather

The 40th Tokyo Motor Show 2007 opened its doors to the general public on October 27. Makuhari Messe in Chiba was drenched with torrential rains thanks to Typhoon No. 20, but the bad weather did not keep motor fans away. The gates were crowded from early morning and, like the rain, visitors continued to pour in throughout the day. Japan's domestic auto market is in a slump with young people becoming increasingly disaffected with automobiles, but at the show, booths were full of excitement and thronged with crowds from very early on. Interestingly enough, younger people made up the bulk of visitors.



Long lines formed in front of the gates in spite of the weather▲

Motor fans thronged popular booths▶

Even before the show opened at 9:30 AM, West Gate 1, which is linked directly to the Makuhari Messe permanent parking lot, and indeed all six of the gates had long lines of people waiting to get in. Virtually every space in the Makuhari Messe permanent parking lot had been taken already in the morning.

Said one man in his 20s at the head of the West Gate 1 line who had been there since about 5 AM, "I didn't want to get caught in a traffic jam on the expressway, so I drove in late last night from Shizuoka. But when I got here I was surprised by how many cars there already were in the parking lots." We spoke to another man in his 30s who came in through North Gate 1, the closest gate to the JR Kaihin Makuhari train station, right as the doors opened. He bubbled, "I came early because I heard there were test rides of different 4WD models," and then ran off in the direction of the South Rest Zone, where the ticket booth is located.

The show actually has five different test ride opportunities,

including 4WDs, clean energy vehicles and driving safety, so visitors have many chances to experience for themselves "the dreams, fun and splendor of the automobile."

There are also lots of special events going on, making the show a full day of fun for a wide range of visitors, not just car fans, but families, young people and women as well. During the morning of the first day, a Motorcycle Sports School was held for children, and in the afternoon, there was a symposium on the theme of vehicle taxation. Meanwhile, at the exhibitor booths, next-generation sports cars were swamped with enthusiastic fans, and some exhibitors even had to impose entry restrictions and send staff out to direct traffic.

Bad weather notwithstanding, the first day attracted 89,900 visitors, up from the 84,000 of the previous show (2005) and marked an enthusiastic beginning as the automotive industry tries to rekindle demand in Japan.



## Fuel cells, electric, hydrogen, hybrids: Experience today's most advanced environmental technologies

Every day until the end of the show from 11 AM to 4 PM, Blocks D and E of Makuhari Seaside Park, located adjacent to Makuhari Messe, are the site for the "Clean Energy Vehicles Test Ride," an opportunity to experience advanced environmental technologies for yourself.

The show's clean energy passenger cars come in four broad categories: fuel cell electric vehicles that extract electricity from hydrogen, hydrogen engine vehicles that extract energy with direct hydrogen combustion, electric vehicles that run on energy stored in batteries, and hybrid vehicles that combine conventional engines and electric motors. In commercial vehicles, there are a fuel cell bus and a biodiesel vehicle that burn biofuels made from vegetable and animal oils. These can be experienced at the Commercial Vehicles Test Ride.

Compared to the last show, there are far fewer hybrid vehicles because they have already made significant inroads among the general public. Instead, the test rides feature more futuristic technologies like hydrogen-based fuel cell vehicles that hold up the potential for eventually harnessing solar and other reusable energies. Fuel cell vehicles and electric vehicles do not have engines and are therefore extremely quiet. The only sound you hear when you drive are the road noise and a slight whispering from the motor and inverter. They are very popular with visitors from the general public because it is so easy to understand how they differ from



Clean energy vehicles offer surprisingly powerful driving

The R1e pure electrical vehicle is incredibly quiet



Hybrid cars have become commonplace



Hydrogen vehicles are still rare anywhere in the world



Fuel cell vehicles are the best hope for the next generation of low-pollution automobiles

ordinary cars.

We spoke to a man who was at the show with his family on the first day of public viewing, October 27, in spite of the rain. He was impressed with the technology, telling us, "Fuel-cell vehicles are quieter than I imagined. I hope it won't be long before ordinary people can buy these cars too."

### Clean Energy Vehicles Test Ride Model List

Type	Manufacturer	Model
Fuel cell vehicle	Toyota	Toyota FCHV
	Nissan	X-TRAIL FCV
	Honda	Honda FCX
	DaimlerChrysler Japan (Mercedes-Benz)	F-cell
	Toyota	FCHV BUS
Electric vehicle	Fuji Heavy	Subaru R1e
	Mitsubishi Motors	i-MiEV
Hybrid vehicle	Honda	Civic Hybrid
Hydrogen vehicle	Mazda	Mazda RX-8 Hydrogen RE
Biofuel vehicle	Joint sponsorship by Tokyo Metropolitan Government, Nippon Oil, Hino Motors and Toyota Motor	2nd generation biodiesel fuel (BHD) HV bus

## Reporter's View

**"The degree of interest from Asia shows a direction for the future"**

"Mobi21," The Daily Automotive News  
Yuji Murakami, Vice-chief Editor



My impression is that, in addition to environment and safety, the booths at this show generally try to highlight the fun and enjoyment of cars. For example, the return to sports cars, or demonstrations of how IT technology can be used to make driving more fun...I think the booths were very easy for the general public to understand. On Press Day, I noticed many visitors from Asia. What that indicates to me is that the Tokyo Motor Show offers manufacturers a platform to communicate their messages not only to the domestic audience, but also to the wider Asian region. I think that if they give more thought to their presence in Asia, including the Islamic areas, the Tokyo Motor Show can grow even more as a major event for the entire region.

## Outdoor Exhibits of Vehicle Bodies

The outdoor exhibits are located just to the left of West Gate 1 at Makuhari Messe. Through October 30, seven manufacturers of vehicle bodies will be exhibiting trailer trucks, specially-equipped vehicles and other “working vehicles.” Even though the first day of public viewing was rainy, the exhibits of giant trailers and demonstrations of ladder trucks were popular with the crowds.

### Kyokuto Kaihatsu Kogyo Co., Ltd.

Kyokuto Kaihatsu Kogyo has three trucks on exhibit, the “Flatop Zero” single car carrier, a “heavy-duty reinforced rear dump truck” and a “Scale Packer” garbage collector with a weight scale. Its theme is “combining near-future design with advanced functionality.” The tailgate of the Flatop Zero has a hydraulic mechanism for automatic opening and closing at the touch of a remote control button. It is the first truck in the industry to offer an “auto tailgate” that responds to the grounding of the cargo. The heavy-duty reinforced rear dump truck has a body made of special steel (Wellhard 400) with triple the strength of ordinary steel to suit it to the carrying of earth and sand. The Scale Packer can transmit garbage collection volume data by mobile phone.



### ShinMaywa Industries, Ltd.

ShinMaywa Industries' theme is “You can find ShinMaywa there,” and its exhibit features six vehicles: the “Twin Gate” tail gate lifter, the “Safety Carrier” 3 ton vehicle transporter, the “Loader Dump” dump truck with tipping gear (3 tons), and the “Arm-Roll EZ” detachable body for light trucks, as well as two different garbage collectors, the “G-PX Town Pack” compressor-type and “G-RX Route Packer” rotating-plate type. The Twin Gate offers an option of two different storage patterns for the platform during operations, either underfloor or upright according to use. The Safety Carrier has an optional “get on system” that facilitates the loading of vehicles with low front noses.



### Fuji Car Co., Ltd.

As a specialist in garbage collection vehicles, Fuji Car brought its “Rotary Mini” to the show, the world's first mechanical garbage collector to be based on a light vehicle and a product that takes advantage of this company's long experience in garbage compression technologies. Able to carry up to 350 kg, the vehicle has an all stainless body and easily negotiates even the narrowest of roads, providing a solution to some of the problems that have plagued lightweight garbage trucks in the past like dispersion of the garbage and poor loading efficiency. As standard equipment, the vehicle has two 75 L side boxes to provide excellent storage capacity.



### Kodaira Industrial Co., Ltd.

Kodaira brings three vehicles to the show, including the “Antiko 071 Vertical Dump Trailer” and the “FLATSMALL 022 Floor Sliding Trailer with Lift Accelerator” semitrailer for mixed cargoes (total vehicular weight 36 tons). All of its vehicles come with EBS electric braking systems, and by shortening the time lag after pressing the tractor brake pedal it is able to reduce the “jackknifing” that occurs when trailers overtake tractors. The other exhibit is the “SP Dump Truck” with a long body using a 22 ton chassis.



### Tadano Ltd.

Tadano exhibits three of its “Zest” cargo cranes for mid-sized vehicles that are under development. The company is trying to “get back to basics” for vehicle mounted cranes by emphasizing: 1) lightweight and compact size, 2) quality, economy and environment-friendliness, and 3) safety and ease of use. As reference exhibits, it also has two of its new “ZERO-HAN” electric cargo cranes. Rounding out its exhibit of seven machines are the “Rac” cargo crane, a bestseller on the domestic market, and the “Esca” car carrier. The Zest is scheduled for launch next spring.



### Toyota Auto Body Co., Ltd.

Toyota Auto Body exhibits two barrier-free vehicles that bring wheelchair functionality to Toyota's “Voxy” and “Hiace” models. For the Voxy, it attaches a slope to the rear of the car to make it easier to get on and off while remaining in the wheelchair. With an electric winch and flat bed, this is a car that is easy on the wheelchair user and caregiver alike. For the Hiace, the company uses a lift attached to the rear of the vehicle to allow passengers to get on and off while remaining in their wheelchairs and also to facilitate movement to a second seat or a walk through the vehicle. (\*The company also has an exhibit in the vehicle body division in the North Hall.)



### Morita Corp.

This year marks Morita's centennial in fire truck manufacturing. At the show it has a mainline ladder truck and a first-of-its-kind firefighting ambulance. The firefighting ambulance goes by the name “CD-I TYPE FFA” and is a multipurpose vehicle with both firefighting and life-saving functions. With a water discharge capacity of 2,000 L per minute, on par with an ordinary pumper, it also has patient transportation space equivalent to an ordinary ambulance. The “SUPER GYRO LADDER MLK4-30” ladder truck is designed for international markets and can extend to a full length of 30 m (4 joints) in just 20 seconds. It is equipped with an automatic vibration damper to reduce sway at heights.





## The JAMA Information Booth: Your source for an incredible range of information

The Tokyo Motor Show's organizer, the Japan Automobile Manufacturers Association (JAMA), has an information booth located in the Center Hall on the 2nd floor of the Central Mall. Here you will find videos and pamphlets outlining the Association's many activities to address issues such as environment, safety and taxation. It also serves as an information center for the show, with helpful staff on hand to guide you to events and points of interest.

Dropping by the booth will also earn you some savings and bargains. For example, visitors who participate in the "Challenge Declaration" of "Team Minus 6%," a CO2 reduction campaign designed to help prevent global warming, can bring their "Challenge Card" with them to receive 5% off the list price of official merchandise sold at the show. JAMA is a participant of "Team Minus 6%," and has computers available for those who wish to sign up and get "Challenge Cards" issued on site. Be sure to stop in for your "Challenge Card" before you go souvenir shopping!



## Official Goods Shops

For all your souvenir and commemorative merchandise needs



The 40th Tokyo Motor Show 2007 has three official merchandise shops in Makuhari Messe, located near North Gate 1, West Gate 1 and Yasuragi Mall. Shops have popular standards like caps, T-shirts and mugs with the Tokyo Motor Show logo. Also scoring hits this year are new members to the lineup like limited-edition figures and Teddy bears wearing Tokyo Motor Show T-shirts, items you'll find only here.



## Exhibitor Premium Merchandise Shops

Don't wait! Rare merchandise for the true aficionado

On the north side of the Tire and Audio Hall between the Center Hall and North Hall are the exhibitor premium goods shops that sell original merchandise from exhibitors. Stocks include many items of rare merchandise designed to satisfy car aficionados, and indeed, there are long lines just to get in. Some merchandise has already sold out, like the popular, original G-SHOCK watches created just for the show. If it is premium merchandise you're after, be sure to get to the show early.

## EVENT

Today's EVENTS  
28-Oct-07  
(Sun)

### ● Kids Motorcycle Sports School

10:00~12:05 - Tickets distributed from 9:30  
14:00~16:05 - Tickets distributed from 12:30  
(Central Rest Zone)

### ● Slot Car Circuit

9:30~19:00  
(Kids' Park, North Hall 2F)

### ● Cinema Theater

- Cars full of dream, fun and splendor  
10:40~12:25 (Room 302, 3F, International Conference Hall)  
13:05~18:30 (Room 302, 3F, International Conference Hall)

### ● 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 distributed on the west side of the South Rest Zone. ※Schedule is subject to change due to weather conditions.



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The 40th

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October 27: 89,900 visitors

Total 137,600 visitors

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