

The 40th 第40回東京モーターショー2007

TOKYO
MOTOR SHOW
2007



News vol.7

October 31, 2007

世界に、
未来に、
ニュースです。

Catch the News,
Touch the Future.

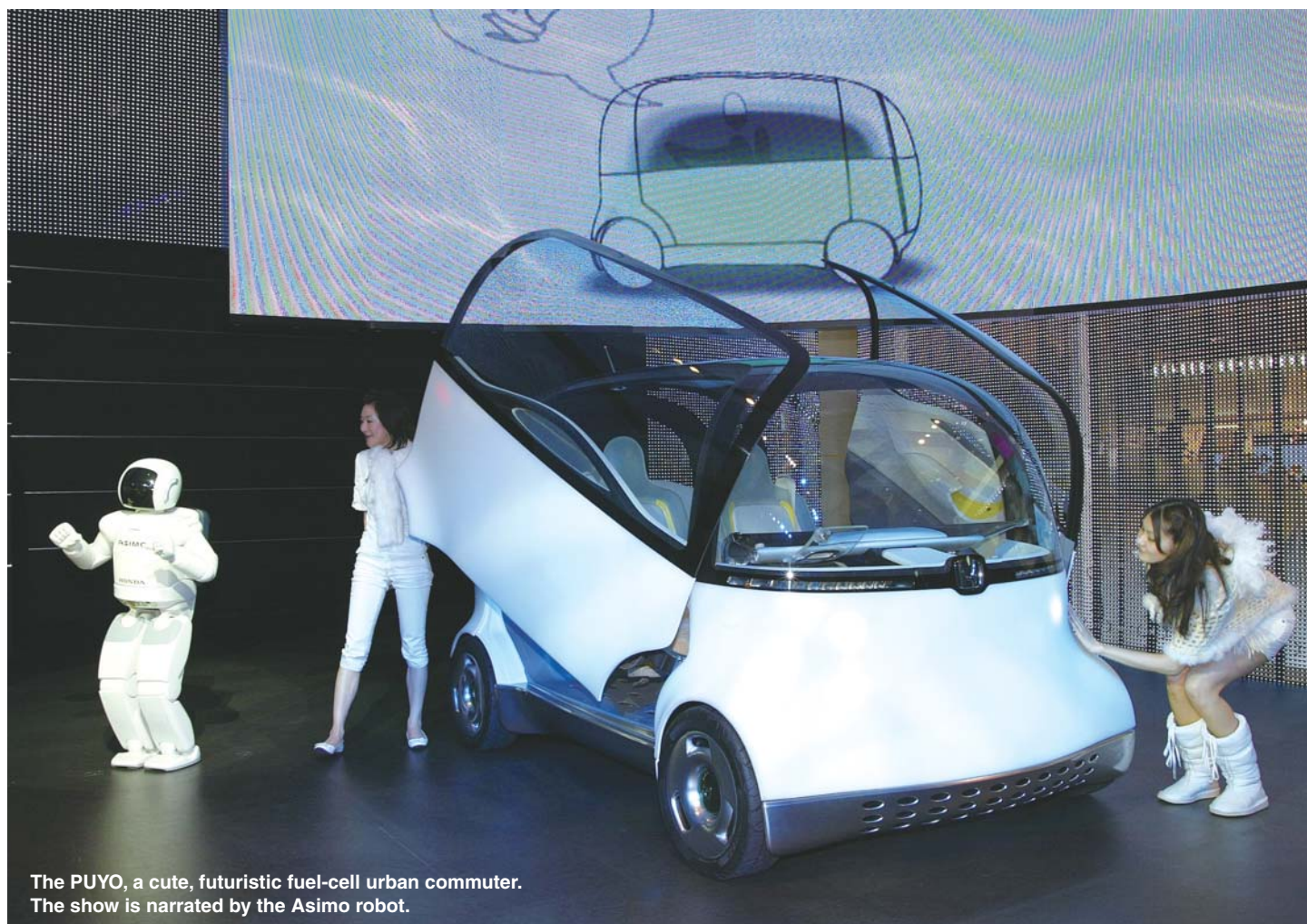


Honda

Pursuing Harmony of the "global environment" and "fun of cars"



HONDA



The PUYO, a cute, futuristic fuel-cell urban commuter.
The show is narrated by the Asimo robot.

"Honda Earth Conscious Technology" (HECT) aims to create harmony between the "global environment" and the "fun of cars," and the company provides an eye-catching display of the kind of world it seeks to create in the concept zone in the center rear of its booth.

On the left side of the stage, the "FCX Concept" is a next-generation fuel cell vehicle that will be the base car for a mass-production model scheduled for launch next year in Japan and the United States. The show is narrated by "Asimo," Honda's bipedal robot, who then runs to the right of the stage to draw visitors' attention. Then some rhythmical music starts and the spotlight turns to "PUYO," a cute, near-future fuel-cell urban commuter.

With dimensions of 2,800 (L) x 1,650 (W) x 1,650 (H) mm, and a wheelbase of 1,850 mm, its small luminescent body still

seats four, offers a charming, pet-like face and is made out of a silicon gel that just asks to be touched. It is even capable of 360 degree fixed-point rotation, making the performance of this urban commuter a symbol of Honda's emphasis on the relationships between both "environment and automobiles" and "people and automobiles." While the FCX Concept and PUYO will likely be on the market far apart in time, these two fuel-cell vehicles share a connection in the form of Honda's proprietary compact, lightweight "FC" stack.

Honda's theme for this show is "For the endless joy of mobility on our earth." Along with the PUYO, it displays the CR-Z, a World Premiere hybrid lightweight sports car, and the "i-DTEC," a diesel concept model that seeks clean performance on par with gasoline cars. Honda impresses on both environment and fun of cars.



The CR-Z lightweight sports car

Honda's exhibit underscores its new models based on the next evolution in environment-friendly power units.

The "CR-Z" lightweight sports car (design study model) is equipped with an "i-VTEC" engine that has three stages of valve control (low rotation, high rotation and cylinder idle) and an IMA (integrated motor assist) unit. The combination results in a compact hybrid that offers a torque-full drive even in the low-rotation range while also achieving excellent fuel economy. President & CEO Takeo Fukui says the company is looking for early commercialization of market models based on the technology.



The new Fit series has its first model change in 6 years

From the Press Briefings

Marshaling technology as the "environmental top runner"

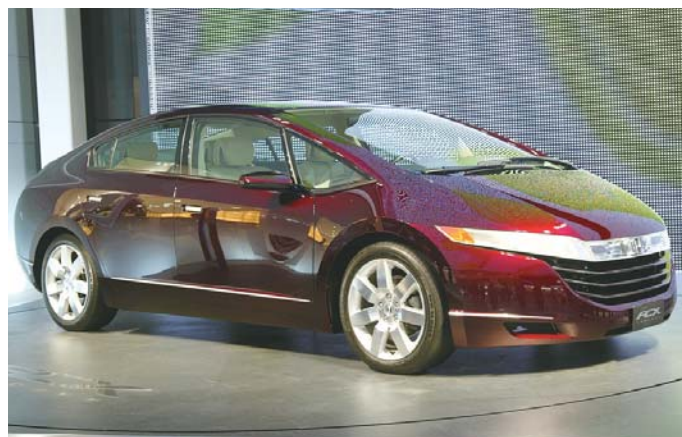
Honda Motor Co., Ltd.

Takeo Fukui, President and CEO



Honda considers environmental issues to be one of its top management priorities and is working aggressively to be the "environmental top runner." There are many different approaches to environmental technology depending on the nature of the location. Honda is bringing original ideas and concepts to explore all possibilities and to accelerate the reduction of CO2 emissions on a global scale. Some of the technologies it is developing includes fuel cells, hybrids, diesel, low fuel consumption gasoline and even energy-production techniques. We hope that the Honda booth at the Tokyo Motor Show will help everyone to better understand the challenges we have taken on in environmental technology.

The "FCX Concept" is equipped with a "V Flow" FC Stack, the same compact, lightweight stack on the PUYO, to resolve the water management issues that have been a hurdle in the past. Together with the shorter length made possible by synchronizing the motor and the gearbox, the company has created a fluid body silhouette that is low to the ground and has a short nose. The motor's maximum output is 15 kW better than the original "FCX," and rotation has been improved to 1,500 rpm, to provide a torque-full drive throughout the range. The company plans to launch a limited edition on the Japan and US markets next year, and prior to that will be premiering the market model based on this concept at next month's Los Angeles Auto Show.



The FCX Concept fuel cell vehicle

Another highlight in the concept zone is the structural model of the "i-DTEC" clean diesel engine, which uses an optimized combustion chamber and a compact NOx (nitrous oxide compound) reducing catalytic system to clear the United States' "Tier II Bin 5" emissions standards, the toughest in the world.



The i-DTEC clean diesel engine



The prototype of the new low-fuel consumption Inspire

Also symbolizing Honda's proactive environmental efforts is the "i-VTEC VCM" low-fuel consumption gasoline engine that is on display together with a prototype of the "Inspire" luxury mid-sized sedan. Many visitors crowd in to see the new "Fit" series at the front of the booth, which has undergone its first full model change in six years and is one of Honda's hopes for re-energizing the domestic market. In this compact production vehicle corner, the 1.3 L "i-VTEC" engine mounted on the new FIT to boost its fuel economy is also on exhibit. The innovative layout of the exhibit is yet another factor that sets the Honda booth apart.

Volkswagen

Small but spacious!! The "SPACE UP!" concept car wows the crowd



The World Premiere "SPACE UP!" takes center stage at the Volkswagen booth. The engine is positioned in the rear of the compact, tall wagon body, enabling the company to achieve interior space equivalent to a 4.5 m car in a body that is just 3.68 m long. Attracting lots of attention on the floor is the Japan Premiere "Tiguan" compact SUV. With supercharged engines on both the gasoline and diesel sides, this technology serves its vehicles well with a strong combination of fuel economy and power.

The other Japan Premiere from Volkswagen is the "Passat Variant R36" with a 3.6 L V-6 engine (250 hp). Additional highlights include market models, the 7-speed DSG transmission (mechanical AT) and direct injection diesel.



The SPACE UP! compact



Passat Variant R36



The Tiguan compact SUV

Audi

A hybrid sports car leads a range of next-generation models



The metroproject quattro hybrid sports concept

The Audi booth brings a World Premiere in the form of the "metroproject quattro," a hybrid compact sports concept done up in a sleek red body. The 1.4 L gasoline engine drives the front wheels while an electric motor drives the back.

Inside, it features an "Audi mobile device," a mobile terminal that controls the navigation system and audio player while also providing access authorization to the car itself. Making their Japan Premiere are the first new coupe model to be produced by Audi in a long time, the "S5 4.2 FSI Quattro," and the "RS 6 Avant" high-powered sports wagon with a 5.2 L V10 engine. The "R8" super sports car is also popular with visitors.



▲The S5 4.2 FSI Quattro



►The RS 6 Avant

Bentley

Prestige coupe in a limited global edition of 550



The star of the Bentley booth is the "Brooklands" prestige coupe that will be produced in a limited edition of only 550 worldwide. The giant 5.4 m body epitomizes the classical elegance of a Bentley. The engine is a traditional 6.7 L V8. Inside, the car has a beautiful tan full-leather interior. Also on display is the next-generation "Continental GT Speed."



The Brooklands will be produced in a limited edition of 550 worldwide



Beautiful tan leather interior

Lamborghini

More power, less weight, more fun



The 530 hp Gallardo Superleggera

The main attraction at the Lamborghini booth is the V10-equipped "Gallardo Superleggera". This model weighs about 100 kg less than an ordinary "Gallardo," but its engine outputs 10 hp more, for a total of 530 hp to give it superb performance. Also making an appearance is the "Murcielago LP640," a large sports car with a 640 hp engine.

Held October 29



Mr. Ryo Maeda



Mr. Kazuo Shimizu

■ Speakers:

Ryo Maeda (Deputy Director, Automobile Division, Manufacturing Industries Bureau, Ministry of Economy, Trade and Industry)
 Kazuo Shimizu (Automotive Journalist)
 Kazumasa Arai (Manager, Core Technology R&D Group, Subaru Technical Research Center, Fuji Heavy Industries)
 Toshifumi Takaoka (Project General Manager, Hybrid Vehicle System Engineering Div., Toyota Motor Corporation)
 Shogo Watanabe (Director, FC/EV Center, Japan Automobile Research Institute)
 Kuniaki Tatsumi (Group Leader, Storage Device Research Group, Research Institute for Ubiquitous Energy Devices, National Institute of Advanced Industrial Science & Technology)
 Takafumi Anegawa (Group Manager, Mobility Technology Group, R&D Center, Tokyo Electric Power Co., Inc.)

■ Sponsor: Japan Automobile Research Institute

Combating global warming is becoming an urgent issue for countries around the world and they are increasingly looking to electric vehicles, hybrids and fuel cell vehicles, the ultimate eco-car, for their ability to provide mobility without emitting CO2 and other pollutants.

The Tokyo Motor Show has exhibits of clean car concept models from many different manufacturers, all working to prevent global warming. This is the second time this symposium has been held following the previous show (2005), and the seven panelists discussed the evolutions that had been seen in environmental technology from the perspectives of their own areas of expertise.

It began with opening remarks from President Toshio Kobayashi of the Japan Automobile Research Institute, followed by comments from Mr. Maeda on the next generation of automobiles and Japan's environmental and energy strategy from the perspective of government. Mr. Maeda said that Japan's strategy was to develop a diverse range of technologies, and he outlined the blueprints for the most environment-friendly motorized society in

the world. Following his remarks, Mr. Shimizu discussed the situation at automakers as they try to strike a balance between "ego" and "eco." He emphasized that even supercars would have to become environment-friendly. Speaking from the automakers' perspective, Mr. Arai of Fuji Heavy Industries discussed electric vehicles and Mr. Takaoka of Toyota described the evolutions taking place in hybrid technology.

After a 15 minute break, Mr. Watanabe analyzed the status and outlook for the development of fuel cell vehicles, and Mr. Tatsumi the next generation of batteries for electric vehicles. Mr. Anegawa's remarks focused on creating the infrastructure for sustainable mobility. He concluded that the key to the mobile society of the future would be further advances in lithium ion batteries and other technologies to improve their safety and economy. Director Tadayoshi Hayashi of the Japan Automobile Research Institute provided the closing remarks, bringing an end to a 4-hour symposium attended by 429 people.

SPECIAL

Ever wonder what it's like to ride in a tractor-trailer or a new energy bus?



Large 3-axle trailer



Biodiesel bus

We see tractor-trailers, trucks and other commercial vehicles every day on the road, but surprisingly few of us ever have the opportunity to get in them and ride. At the Tokyo Motor Show you do. A wide range of trailers, trucks and buses of all sizes and shapes are offering "Commercial Vehicle Test Rides" around the Makuhari Messe neighborhood. Especially popular is the relatively unfamiliar freight truck. As children pile into the



Just getting in can be a challenge

passenger seat, they squeal in amazement at how high up they are. Next-generation energy models running on biodiesel and fuel cells are also on hand and popular with visitors.

EVENT

Today's EVENTS
31-Oct-07
(Wed)

● Symposium

The 2nd International Symposium on Environmental Issues in Asia

14:00~17:00

(International Conference Room 2F, International Conference Hall)

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

11:00~12:00 / 13:30~14:30 / 15:30~16:30

(Central Rest Zone)

● Slot Car Circuit

10:00~18:00 (Kids' Park, North Hall 2F)

● Cinema Theater

- Cars full of dream, fun and splendor

10:40~12:25 / 13:05~17:35

(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

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

TOKYO MOTOR SHOW 2007

October 30: 56,000 visitors

Total 379,300 visitors

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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

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