The 40th 第40回東京モーターショー2007
TOKYO MOTOR SHOW 2007 News vol.8
November 1, 2007
世界に、
未来に、
ニュースです。
Catch the News,
Touch the Future.

Mazda Technologies and designs for "driving joy"

The Taiki rotary sports concept

◀ Concept cars from the past with the Nagare motif

The Mazda booth in the middle of the south side of the East Hall is summed up very nicely by its theme: "Sustainable Zoom-Zoom - Mazda's showroom today and in the future."

As you walk into the booth, the main stage is located on the right hand side and features the "Atenza" series of mid-class sedans and wagons that will go on sale next spring. On the left is the "Taiki," a rotary-engine sports concept with a bold form that offers a glimpse into Mazda's design trends for the future, as well as the design concept models from the previous "Nagare" program .

On the floor is the "Premacy Hydrogen RE Hybrid" clean energy vehicle as well as a colorful selection of current models. The left side of the booth introduces Mazda's technology map for the near and far futures. Strolling through the booth you get a good overview of Mazda's technology ambitions for sustainable mobility, and a glimpse into both cutting-edge development and future design concepts.

"We want to create a sustainable future for the global environment and the traffic environment, and to do that we will aim to completely overhaul our powertrain in the 2010s to achieve a combination of advanced levels of fuel economy, emissions performance and driving performance."

President and CEO Hisakazu Imaki took that vow at the press briefing on October 24 as he described a technology development plan based on improving environmental performance to create "cars that you want to ride when you see them, that you have fun riding and that you want to ride again." The booth design highlights the two primary components of the automobile, technology and design, as it crystallizes Mazda's ideas about automaking.

An active booth for viewing, touching and enjoying

The new Atenza Sports Wagon (left) and Atenza sports (right)

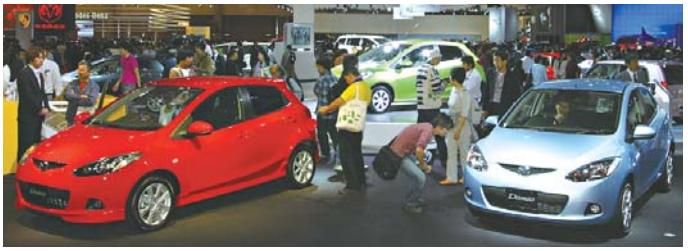
All eyes are on the Taiki

One of the stars of the Mazda booth is the Atenza series of medium-class sedans and wagons on the main stage making their Japan Premiere. They are scheduled to go on sale next spring. The company's underlying concept for the series was "emotionally satisfying long-distance touring quality," an ideal that is achieved with a combination of excellent environmental performance and exciting driving. One of the highlights is the exterior designed with Japanese aesthetics in mind.

▲ Premacy Hydrogen RE Hybrid

◀The hydrogen tank opening on the side of the body

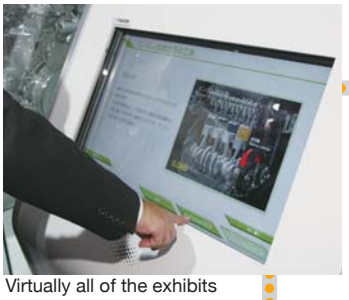
Visitors spend a lot of time at the Taiki concept car, the next evolution in the Mazda Nagare design series that has been shown at motor shows around the world in 2006. The word "nagare" means "flow," and the dynamic form of this car evokes the flow of air around the body, giving a clear indication of where Mazda will be taking its rotary-engine sports cars in the future.



The colorful Demio exhibit is popular

The wide range of future technologies also distinguishes the Mazda booth. The Premacy Hydrogen RE Hybrid scheduled for release next year will be an important milestone for Mazda, which considers hydrogen to be the clean energy most likely to prevail in the future.

The engine display includes the newly developed "16X" direct injection rotary that tries to provide a fundamental solution to some of the weak points of conventional rotary engines; the unique "Smart Idle Stop System" (SISS) that is close to commercialization; the next generation of clean diesel technology; and a next-generation direct injection gasoline engine that boosts efficiency by using a continuous variable lift structure. Mazda helpfully provides a touch panel display with explanations of almost all of these technologies to allow visitors to do more than just look. This is an active booth where you can interact with and learn about technology.



Virtually all of the exhibits have touch panel displays for in-depth explanations

The 16X next generation in rotary engines

Demonstrating the innovative technology of the SISS

From the Press Briefings

Mazda insists on a "Sustainable Zoom-Zoom" that harmonizes environmental performance and driving fun

Mazda Motor Corporation
Hisakazu Imaki,
President and CEO

This year, Mazda formulated its "Sustainable Zoom-Zoom Declaration" that tries to meet environmental challenges head-on by charting a roadmap to technology development for a sustainable future. Our goal is to achieve advanced levels of both environmental and driving performance. The Taiki is equipped with our next-generation rotary engine and shows the direction in which we intend to take FR sports cars in the future. The Premacy Hydrogen RE Hybrid is a hydrogen-powered rotary-engine vehicle scheduled for lease beginning in fiscal 2008. The new Atenza symbolizes the evolution of "Zoom-Zoom" by creating a high-speed, long-distance touring car that harmonizes the joy of driving with environmental and safety performance. Mazda will continue to provide "cars that you want to ride when you see them, that you have fun riding and that you want to ride again."

Ford — Two premium cars that symbolize "driving adventure"

The "Ford Escape Adventure" is a World Premiere model and the highlight of this booth. Indeed it seems to symbolize the show's theme of "driving adventure". The vehicle maintains the Escape's SUV traditions, but has a more urban-oriented design and form that gives it greater presence on the road.

The "Mustang V8 GT California Special" carries a powerful 4.6 L V8 engine. This is a limited-edition model designed with a California-style image of trendiness and fashionability. The oversized headlamps provide an accent. Meanwhile, the seat cushions are environment-friendly, having been made from soybean-derived materials. It will go on sale in Japan next summer in limited quantities.

An American icon, the Mustang GT California Special

A more aggressively styled Ford Escape Adventure

Volvo — Original environmental concepts make their first appearance in Japan

◀The Volvo XC70 3.2SE AWD is a cross-country model making its first appearance in Japan

▼The Volvo Recharge Concept significantly reduces CO2 emissions compared to current hybrids

The "Volvo Recharge Concept" is on display in Japan for the first time at the Volvo booth and it gives the exhibit a unique flavor. Each of the wheels has its own independent motor (4 wheel in-wheel motor) powered by batteries that can be recharged from an ordinary home power outlet (electric motors). It can travel about 100 km on battery power alone. Meanwhile, it uses about 80% the fuel of a similar-sized gasoline vehicle and cuts 66% off the CO2 emissions of the best hybrid cars currently on the market. One can see in this technology Volvo's commitment to be known not only for its traditional strength of safety, but also for environment.

The Alcoguard simulator demonstrates a new safety technology that prevents drunk driving

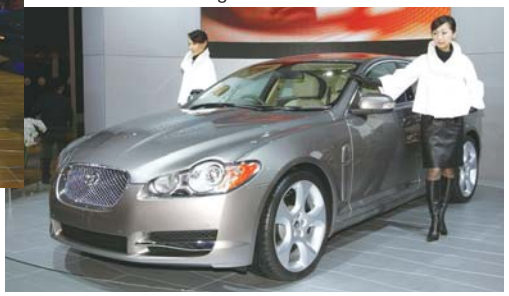
Another standout at the booth is a simulator of the "Alcoguard" technology, the first attempt by an automaker to prevent driving under the influence. The engine will not start if blood-alcohol levels are above the threshold.

Jaguar — A Japan Premiere for the Japanese market only

Making its Japan Premiere, the "Jaguar XF SV8" indicates the new Jaguar look. This is a medium-sized sports saloon that goes beyond the confines of an ordinary saloon to give a fresh, innovative feel to the coupe lines. One of the classic eye points the company has chosen to include is the dial for selecting the transmission rather than the ordinary lever.

The "X-TYPE 2 Sovereign" was shipped just in time for the Tokyo Motor Show and will be sold only in Japan. Jaguar intends to offer 100 of them next summer. It has the sophisticated elegance worthy of the name "sovereign."

◀The X-TYPE 2 Sovereign is equipped with a V6 DOHC 2.0 L engine



▶The XF SV8 shows the new era for Jaguar

Land Rover — A 21st-century lineup

▲Designed with a waterfall, the booth is full of the "Spirit of Adventure"

▼The Freelander 2 has the best off-road performance in its class

All four models on display at the Land Rover booth are already available on the market, but they represent the perfection of the company's lineup for the 21st century with the flagship "Range Rover," "Range Rover Sport," "Discovery 3" and the entry-level model "Freelander 2," a more casual SUV that underwent a full model change this year. Here you can experience the essence of the Land Rover brand, the "Spirit of Adventure," symbolized by the structure of the booth itself, which evokes a waterfall and provides a glimpse into the minds of the world's 4WD specialists.

SYMPOSIUM 2007

Tokyo Motor Show Symposium 2007
The 8th Automobile Safety Symposium — Safety Measures of Heavy Duty Vehicles —

Held October 30

■Speakers: (Messrs. Shima and Takeuchi also served as panelists)
Masayuki Shima (Road Transport Bureau, Ministry of Land, Infrastructure and Transport)
Kenzo Takeuchi (College of Arts and Sciences, Tokyo Women's Christian University)
Kazumasa Tateishi (Safety Research Department, Japan Automobile Research Institute)
Hidehiko Enomoto (Large Vehicle Subcommittee, Safety and Environmental Technology Committee, Japan Automobile Manufacturers Association, Inc.)

■Panelists:
Sadao Horino (Faculty of Engineering, Kanagawa University)
Kunihiro Mashiko (Chiba Hokusoh Hospital, Nippon Medical School)
Kazunori Iwakoshi (Japan Automobile Federation Monthly Magazine)
Masaaki Yokotsuka (Saitama Trucking Association)
Hideaki Sugiura (Large Vehicle Subcommittee, Safety and Environmental Technology Committee, Japan Automobile Manufacturers Association, Inc.)

■MC: Tetsuya Muroyama (Japan Broadcasting Corporation)

Vigorous discussion of real-life safety measures for large vehicles

Both the public and private sectors have been working hard to improve automobile safety, and the focus is now shifting from passenger cars to larger vehicles. The symposium speakers drew on their individual areas of expertise in their remarks: Mr. Shima addressed "orientations for vehicle safety in the future," Mr. Tateishi "activities and future directions for the Accident Analysis Subcommittee and Safety Standards Committee," Mr. Enomoto "damage-mitigating brakes and their application to large vehicles," and Mr. Takeuchi "status and potential for alcohol interlock."

Improving large vehicle safety is crucial because of the high fatality rates for both parties when accidents occur. In the panel discussion that followed, comments emphasized preventative safety, on-site analysis of contributing factors in accidents, driver education at transportation companies, enhancements to the health care system and potential for expanded use of medical helicopters, and miscommunication between passenger car and truck drivers.

All of the panelists offered very significant proposals and MC Muroyama closed the symposium by calling for more "glocal" efforts that go beyond the bureaucratic confines to take a global perspective while acting in realistic, locally-feasible ways. The hall was full with 408 people in the audience.

SPECIAL

Safe Driving Test Ride:
Experience for Yourself the Extraordinary Advances in Safety Devices

The "Safe Driving Test Ride" is held every day in Block G of Makuhari Seaside Park near the West Hall of Makuhari Messe. Six passenger car brands have provided models for the event: Toyota, Honda, Nissan, Mazda, Mercedes-Benz and BMW. Drivers have the opportunity to experience for themselves the effects of new safety devices like antilock brake systems (ABS), electronic stability control (ESC) and traction control systems (TCS). You can see how the car handles with the safety device on and off, and many drivers were surprised by how easy it was to put their cars into a spin without the devices there to help. There is also a "seat belt convincer" on hand so that visitors can experience how much effect seatbelts really have.

▲Balance quickly goes out of whack when the safety devices are turned off

▲Studying the course

A wide range of models is available▶

EVENT

Today's EVENTS
1-Nov-07 (THU)

< Life Style Park (West Rest Zone) >

- **Double Dutch**
  10:45~11:15/15:45~16:15
- **bayfm78 Tokyo Motor Show Report**
  11:30~12:00/14:00~14:30
- **Chiba Prefectural Police Band Performance**
  12:00~13:00
- **Trial Demonstration**
  13:15~13:45/15:00~15:30

- **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.

The 40th TOKYO MOTOR SHOW 2007

October 31: 54,400 visitors | Total 433,700 visitors

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