

The 40th 第40回東京モーターショー2007

TOKYO
MOTOR SHOW
2007



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世界に、
未来に、
ニュースです。

Catch the News,
Touch the Future.



Mitsubishi

Achieving the Dream of "Zero CO2 Emissions on the Road"



The i MiEV SPORT provides a new form of electric vehicle



Sign language interpretation on stage

When it closed its books at the September 2007 midyear, Mitsubishi Motors was back in the black on both the operating and recurring levels for the first time in 5½ years. Its booth on the west side of the Center Hall communicates that dynamism and gives signs that the company is truly on its way to recovery. The slogan for its corporate communications is "Pursuing the Origins of Car Engineering" and it has articulated three key elements to achieve that: "driving pleasure," "safety" and "environmental responsibility." It has three concept cars on its main stage that provide a readily-grasped expression of what it is after.

The "i MiEV SPORT" at center stage employs a unique integrated vehicle dynamics control system centered on a 4WD with in-wheel motors on both front wheels and a single motor for the rear wheels to pursue the limits of electric vehicles. It does not stop at environment friendliness, however. This ambitious concept car is a new form of eco-small car that also paid attention to "driving pleasure."

In October of last year, Mitsubishi announced the next

generation of electric vehicles, the i MiEV, as an advanced research model and the centerpiece in its efforts to reduce emissions of CO2, one of the key gases in global warming. It has continued to perform joint research with Tokyo Electric Power and a number of other electric power companies on the technology.

For this show, it has improved the battery and the motor and brought a new model i MiEV to the 2nd floor of the booth in preparation for fleet monitor testing on ordinary roads during the second half of FY2007. From the ground floor, visitors can look up and see where the battery is positioned. On Press Day, President Osamu Masuko announced that the development of the i MiEV was proceeding smoothly and that it would be possible to accelerate its launch from the initial target date of 2010.

The Mitsubishi booth trumpets the company's goal of eco-cars that have zero CO2 emissions on the road and demonstrates Mitsubishi's enthusiasm for electric vehicles.



The Concept-ZT is the "crystallization of Mitsubishi's technology"

At the center of the main stage in front of the widescreen display is the "i-MiEV SPORT," a new form of electric vehicle. To its left and right are the World Premiere "Concept-ZT" and the Japan Premiere "Concept-cX". The female mannequins introduce each of the three vehicles, and as the images change, the screen and stage are covered with a shower curtain. For just a moment the heat of the audience is soothed. At one side of the stage, a sign language interpreter provides support for the hearing impaired, making this a people-friendly exhibit as well.



S-AWC achieves excellent dynamics and stability; there's even an experience theater in the booth



From the Press Briefings

"We want to bring the next-generation i MiEV electric vehicle to market as quickly as possible"

Mitsubishi Motors Corporation
Osamu Masuko, President



The motorized society is now shifting from "volume" to "quality," and Mitsubishi's car-making continues to evolve as we attempt to better fulfill our environmental responsibilities while delivering dreams to customers. With respect to environmental responsibility, in October of last year we announced the i MiEV as a next-generation electric vehicle; since that time we have made improvements to the battery and motor, and we plan to begin road testing in the very near future. Our original target was to launch the vehicle in 2010, but it looks like we will be able to accelerate that. Mitsubishi chose electric vehicles as the cars of the future because while they are on the road they do not emit any of the CO₂ that contributes to global warming. We will keep moving forward towards the dream of environment-friendly driving pleasure and zero on-road CO₂ emissions.

The Concept-ZT model has a newly developed 2.2 L clean diesel engine and a "Twin Clutch SST (Sport Shift Transmission)" mechanical automatic transmission. Managing Director Tetsuro Aikawa says that the car has crystallized Mitsubishi's technology at a very high level, combining all three key elements of "driving pleasure," "safety" and "environmental responsibility." For example, it comes loaded with precrash safety system and a number of other advanced active safety technologies such as a pop-up hood to protect during collisions.



The Concept-cX represents the next generation compact SUVs

The Concept-cX combines a 1.8 L clean diesel engine and a Twin Clutch SST to achieve high performance on both the driving and environmental sides. It also represents Mitsubishi's next generation of compact SUVs, offering a very comfortable driving position and using the same split tailgate as found on the current "Outlander" series to increase its utility as a town car. This vehicle was displayed to much acclaim at the Frankfurt Motor Show in September.



Lancer Evolution X

Other highlights at the Mitsubishi booth include a corner devoted to "Pajero" rally cars and a technology display on the "S-AWC" (Super All Wheel Control) system that provides the excellent dynamics and control for the "Lancer Evolution X." There is even an "S-AWC Experience Theater" that features attractive images of a drive through the Alps.



The familiar Pajero rally car at the entrance

Mercedes-Benz

Setting out a roadmap to a sustainable future



Mercedes-Benz



The future shape of super-luxury saloons, the F700



▲The E 320 CDI Station Wagon holds the key to resurrecting the diesel market in Japan



◀The Mercedes-Benz C 300 Station Wagon BLUETEC HYBRID makes use of modular technology

Mercedes-Benz announced a “roadmap for the future” as its new long-term strategy during the recent Frankfurt Motor Show and it articulates the same ambitions at Tokyo too. The company emphasizes three revolutionary powertrains as part of its efforts to achieve MAC standards: the “DIESOTTO” that uses advanced technology to put this luxury saloon fuel economy on par with a compact car; the “BLUETEC HYBRID” with original modular technology; and the “F-Cell” (fuel cell) that is ready for mass production.

The DIESOTTO combines the best of features of advanced diesel and gasoline engines. The Japan Premiere “F700” is a research car that uses the DIESOTTO together with a hybrid system to achieve 18.9 km per liter fuel economy. The “C 300

Station Wagon BLUETEC HYBRID” brings together the proprietary BLUETEC diesel emissions control system and a compact hybrid system to achieve better fuel economy than any gasoline/hybrid vehicle currently on the market.

The “E 320 CDI Station Wagon” is the first diesel passenger car Japan to clear the new long-term emissions regulations and is in a class by itself. The “B200” is a commercial model but is on display because the B Class fuel cell model is the first to carry Mercedes’ mass-produced F-Cell.

smart

2nd generation of urban commuter

The new smart fortwo cabrio clears collision safety standards around the world

The “smart fortwo” is the second generation of this car and is making its Japan Premiere in both coupe and cabrio form (also available for purchase). At less than 3 m in total length, it maintains its in the micro compact category but extends its wheelbase for improved comfort.

Mini

Further refinements in driving excitement



The five-seater MINI Clubman introduces the shooting break concept

The “MINI Clubman” will be launched in Japan next spring. Combining the utilities of a sporty coupe and a hatchback, it introduces the shooting break concept, something unprecedented in its class. On the right side it has a rear-hinge club door, while the back has a split tailgate for easier access.

BMW

Efficient dynamics deliver sheer driving pleasure



The BMW Concept 1 Series tii contains the seeds of the commercial models of the future ▶



▲The BMW M3 Sedan is the top athlete in the four-door class



▲The BMW Concept X6 ActiveHybrid is the world's only sports active coupe

BMW has articulated “efficient dynamics” as its core long-term growth target to bring the company up to by 2020. It uses the phrase to cover a wide range of new technologies that simultaneously improve cars’ output while lowering their fuel consumption and CO2 emissions. Making its Japan Premiere is the “Hydrogen 7” that has an ultimate target of zero emissions. As an intermediate step along that path, the “BMW Concept X6 ActiveHybrid” is a full hybrid car that is making its Asian debut at the show.

Making its World Premiere is the “BMW M3 Sedan” that was

developed on the circuit and is positioned as a high-performance four-door sports car. Another World Premiere is the “BMW Concept 1 Series tii.” Based on the new 1 Series coupe, it is a design concept car that illustrates the BMW’s compact two-door model.

The “BMW 6 Series” is coming to Asia for the first time, a sports coupe that expresses the very pinnacle of the grand turismo tradition. Yet another memorable Asian Premier is the distinctively shaped “BMW 135i Coupe M-Sport” with a three-box structure.

■ Speakers:

Yoshio Utsumi (Advisor, Toyota Motor; Former Secretary General, UN ITU)
Itaru Yasui (Vice Rector, United Nations University; Guest Professor, University of Tokyo)
Tadayoshi Hayashi (Director, Japan Automobile Research Institute)

■ Moderator/Panelist:

Toshio Obi (Professor, Graduate School, Waseda University)

■ Panelists:

Professor Song, (Peking University, China)
Professor Haruso Suhono (Bandung Institute of Technology, Indonesia)
Professor Francisco Magno (De La Salle University, Philippines)
Dean Pong Svasti (Thammasat University, Thailand)



Energetic discussions at the symposium

This is the second time for the Tokyo Motor Show to host the "International Symposium on Environmental Issues in Asia." The last one was in 2003. The symposium brings together academics and experts from around the region to discuss the keywords of "automobiles," "environment" and "Asia."

The first speaker was Mr. Toshihiro Iwatake, Vice President, International Affairs at the Japan Automobile Manufacturers Association, who gave the opening remarks as cosponsor with Waseda University, and discussed recent trends in Japan, the United States and Europe in reducing automobile CO2 emissions. He was followed by keynote addresses from Messrs. Hayashi, Yasui and Utsumi, each speaking from their personal perspectives.

Mr. Hayashi explained the trends in Japanese automobile environmental regulation, emphasizing the importance of surveying actual road traffic and running simulations to analyze trends in

NOx (nitrous oxide compounds), PM (particulate matter) and other forms of air pollution in Asian regions. Mr. Yasui advocated a "national mindset to instill the new value of an environment-oriented society." Mr. Utsumi said that we must move beyond free competition and Asia must lead the world into an age of mutual benefit, and he warned that unless we did so, we would not be able to effectively restrain the growth in greenhouse gases.

In the discussion that followed, the theme expanded to IT, and the panelists explained what their countries were doing to address environmental issues. All of them emphasized the need to improve information management technologies and to train chief information officers (CIO) in both private sector firms and government. Finally, in his role as moderator, Mr. Obi discussed the need to integrate automobiles, environment and IT and the desire to work together with other Asian countries to research intelligent traffic systems (ITS).

SPECIAL

Fun events begin at Lifestyle Park

▼ Lifestyle Park is born



During October, the West Rest Zone in Makuhari Messe was the site of the vehicle body booths, but from November 1 it received a full makeover and became "Lifestyle Park," the setting for a wide range of fun events. The "Double Dutch" team is offering a collaborative performance of dance and jump roping together with a traffic safety quiz; there are exhibits of patrol cars and police motorcycles as well as commemorative photo booth in the "Chiba Prefectural Police Corner;" the "Trial Demonstration" is showing off incredible riding techniques. This is a great place to take a break between car viewings.



A full schedule of events like the "Trial Demonstration"

EVENT

Today's EVENTS
2-Nov-07
(Fri)

● Symposium

Perspective of the Motorcar Travel for the Future
13:30~16:30
(International Conference Room 2F, International Conference Hall)

< 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
- **WHO "Bone and Joint Decade" Campaign**
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.



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November 1: 56,000 visitors

Total 489,700 visitors

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