

The 40th 第40回東京モーターショー2007

TOKYO
MOTOR SHOW
2007



News vol.10

November 3, 2007

世界に、
未来に、
ニュースです。

Catch the News,
Touch the Future.



Suzuki

The next steps to a "big future"



The Concept Kizashi 2 is the base model for Stage 3 of Suzuki's global strategy

Suzuki's exhibit is ambitious. It continues with its theme of "Small Cars for a Big Future," but also shows the next steps it intends to take towards that big future.

With the World Premiere "Concept Kizashi 2," President & COO Hiroshi Tsuda explained that this new category of cross-over sport wagons was meant to convey the "kizashi (indication)" that Suzuki will change. Designed with the dynamism and ruggedness of a top athlete, the body silhouette is both very masculine and status-conscious. With body dimensions of 4,650 mm long x 1,950 mm wide x 1,500 mm high, it has a wheelbase of 2,850 mm. The engine is the same 3.6 L V-6 as used on the US-model "XL7," Suzuki's largest. Combine that with a six-speed automatic transmission and i-AWD, and you have a car that delivers sporty handling on all roads, whether you are cruising at high speed or driving off-road.

The first stage of Suzuki's global strategy was led by offer-

ings like the compact, sporty "SWIFT," the "SX4" and the "ESCUDO" compact SUV, but in the second stage the company is setting its sights on the family market with the "SPLASH" compact (produced overseas) scheduled for launch on the European market next spring.

At the Frankfurt Motor Show in September, Suzuki unveiled the on road-type "Concept Kizashi" and at Tokyo it has the "Kizashi 2." President & COO Tsuda says that the company wants to use these two concepts as the base from which to complete a third stage of global strategic vehicles that will be its new flagship. In Suzuki's development plan, there is reportedly the possibility of a hybrid engine to make the car even more environment-friendly.

We look forward to seeing how its exploration of this new domain will impact Suzuki's worldwide brand strategy.



The PIXY is the urban mobility tool of the near future and can be combined with the SSC



PIXY negotiates pedestrian paths and indoor spaces with ease

In addition to the "Concept Kizashi 2" the Suzuki booth has four World Premieres, each staking out its own position.

One of the most popular with visitors is the new "sustainable mobility" near-future tool for getting around cities. Suzuki has developed an integrated package that brings together a "PIXY" low-speed, single-person mobility tool with a top speed of 6 kph and the "SSC" (Suzuki Sharing Coach) that is mated to it to form a minicar.



The X-HEAD cross utility vehicle

The egg-shaped PIXY runs on electricity, is capable of 360 degree fixed-point rotation, and uses a soft, skin-like body surface capable of absorbing collision impacts. It even changes its lights to indicate the driver's intentions, making it a "human and environment-friendly vehicle." The SSC is a two-seater powered by a fuel cell and designed to carry two PIXYs.

Another World Premiere is the "X-HEAD" reference exhibit, a two-seater cross utility vehicle that carries a 1.4 L midship engine, uses the LSD center differential system for its 4WD and delivers excellent on- and off-road performance and stability. What sets it apart is the ability to change the load-bed unit according to the driver's purpose. It can become a camper for two or, by switching out the unit, can be transformed into a rescue vehicle, increasing the car's utility and attraction.



The spacious
PALETTE mini-wagon

The "PALETTE" is expected to reach the market as early as next spring and is designed as a mini-class wagon targeted at young people looking for good times with friends. Suzuki gives the vehicle a liberating, spacious interior, using its largest wheel-base (2,400 mm), a low-floor platform, a high body and a 360 degree panorama view. Power sliding doors are used in back on both sides, and the rear seats dive down for extra luggage room.



The SPLASH compact
wagon (produced in Europe)

There is also the "SPLASH" five-door compact hatchback produced at the Hungary plant and scheduled for sale in Europe and the "SX4 WRC 2007" racing model reference exhibit preparing for Suzuki's entry in the 2008 series World Rally Championship.



From the Press Briefings

"Catch the 'signs of change' at Suzuki"

Suzuki Motor Corporation
Hiroshi Tsuda,
President & COO

Suzuki unveiled the Concept Kizashi at the Frankfurt Motor Show in September as a model that demonstrates its commitment to creating new cars for global markets. At Tokyo, we are pleased to announce the Concept Kizashi 2 that brings a different design and genre to the vehicle shown in Frankfurt.

Our development team continues to work on market models based on these two concept cars, and we look forward to bringing out new world-strategy vehicles. I hope that in the Concept Kizashi 2 you will see the signs that Suzuki is changing.

GM The 2008 lineup, including the new Cadillac

General Motors brings four brands to a single booth: Cadillac, Chevrolet, Hummer and Saab. On the main stage is the 2008 version of the Cadillac "CTS" sports sedan, the second generation since the full model change. It comes packed with new technology like the high-power 3.6 L V6 direct-injection gasoline engine, and the designers have given an extra width between the wheels for improved stability. Also at the booth are the Chevrolet "Corvette Convertible" with a completely new engine, the Hummer "H3" SUV that now has a right-hand steering model, and other members of GM's 2008 lineup.



▲The Chevrolet Corvette Convertible



◀The Hummer H3



The Cadillac CTS

Saab

A full model change for the very Scandinavian "9-3"

Saab has a new version of its "9-3" middle class model to show to Japanese drivers for the first time at the Tokyo Motor Show. Its theme for the vehicle was "Scandinavian modern design" and it features a very distinctive front mask that continues in the tradition of the "Aero X" concept model first displayed in 2006. This is a very good expression of the new generation of Saabs.



Chrysler

Chrysler, Jeep and Dodge brands on display

Located in the East Hall, the Chrysler's flashy booth has the familiar Chrysler and Jeep brands on display and also adds the third brand of Dodge, which made its Japan debut earlier this year. The Chrysler "Grand Voyager" is a Japan Premiere and filled with everything one could want for a "traveling living room." Also premiering in Japan is the Jeep "Cherokee" with a completely updated design and mechanism. From the new Dodge brand, it exhibits the existing "Nitro" and "Charger" models as well as the attractive, sporty convertible "Demon Concept" with a 2.4 L engine.



The Jeep Cherokee



The Chrysler Grand Voyager



◀The Dodge Nitro



The Dodge Demon Concept



Gran Turismo 5 Prologue

Ultra-real!! The New GT comes to PS3

The "Gran Turismo 5 Prologue: Next-Generation Car Life Experience Arena" is located in the Central Mall in front of the East Hall and swamped with excited visitors day after day. The "Gran Turismo" racing game series has always been popular, but the new "Gran Turismo 5 Prologue" scheduled for release in December takes full advantage of Sony Computer Entertainment's new "PS3" game platform to achieve breathtaking reality in both movement and picture quality. No sooner does the arena open than long lines of people form, attracted by the opportunity to get an early glimpse of the new platform's abilities and also the chance to "drive" some of the new models on display at the Tokyo Motor Show. You don't have to be a game fan to enjoy playing this.



Ultra-realism excites parents and children alike

SPECIAL

The new "Slot Car Circuit"

You may feel like a F1 racer, but can you beat the best?

For kiddy racers, there's a special circuit located in Kids' Park on the 2nd floor of the North Hall where they can perfect their skills with 1/32-scale plastic models (slot cars). This is a new event at the show, and the kids appear passionate about their races. Slot racing courses are designed by combining straight and curved parts, over which slot cars compete for speed. The cars move along guide slots, with the speed determined by a hand-held controller.

Children may enjoy about three minutes of playing time at this course. Operations are simple; just hit the accelerator. After one or two times around, even first-time racers have the thing figured out and are able to experience driving pleasure for themselves. The course is open on a first-come first-served basis to anyone in elementary school or younger. The staff reports waits of 30 minutes or longer on Saturdays and Sundays.



TOPICS

Infant and Child Care Center

A full range of services, from nursing rooms to babysitting

Inside the Kids' Park on the 2nd floor of the North Hall is the "Infant/Child Care Center," part of the show's efforts to improve hospitality for family visitors. It has special rooms for diaper changes, nursing and naps that can be used freely by visitors. There is also free babysitting for up to 2 hours for children aged 3 through 6. The children can play with blocks, trains, dolls and other toys, watched over by professional babysitters while mom and dad view the show.



Ready to serve



The Shutoko ETC card, in partnership with OMC

Get your "Shutoko Rating"

Near the East gate on the 2nd floor of the Central Mall, the Metropolitan Expressway Co., Ltd. has a booth explaining the new distance-based charges that will go into effect next fall. It also provides explanations of the "Shutoko ETC Card" that offers the cheapest way to drive the Shutoko (Metropolitan) Expressway thanks to the 5% cashback plan, and the "Shutoko X" system (development codename) that allows people without ETC (electronic toll collection) units to use an electronic money card to settle their distance charges. While you're there, find out how much you really know about the Shutoko Expressway with the "Shutoko Rating" test (ranked from 1 to 3). Everyone who participates receives a free gift.

EVENT

Today's EVENTS
3-Nov-07
(Sat)

< Life Style Park (West Rest Zone) >

- **Double Dutch**
10:45~11:15 / 15:15~15:45
- **Trial Demonstration**
11:15~13:45 / 14:30~15:00
- **Chiba Prefectural Police Band Performance**
12:00~13:00
- **Eco-Driver Corner: Simulator and Talk Show**
13:15~14:30
- **WHO "Bone and Joint Decade" Campaign and Talk Show**
16:00~17:00

- **Symposium**
Freedom of Movement: Broadened Horizons, Enriched Experience
14:00~15:30
(International Conference Room 2F, International Conference Hall)

※Test-ride tickets distributed on the west side of the South Rest Zone. ※Schedule is subject to change due to weather conditions.

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



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The 40th

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