

The 40th 第40回東京モーターショー2007

# TOKYO MOTOR SHOW 2007 News vol.11



November 4, 2007

Daihatsu

**Creating small cars that are  
fun, environment-friendly, and spacious**



▲The main stage features the "Heart & Smile Concept" HSC and the OFC-1 convertible sports car

◀Unique, advanced technologies are also on display

Daihatsu celebrated its first century in March of this year and took the occasion to unveil a new group slogan, "Innovation for Tomorrow," under which it explores the potential for bringing new levels of "fun," "environment friendliness" and "spaciousness" to the small car, particularly the minicar.

The Daihatsu booth is very simple and easy to view. Coming from the central aisle, you see the World Premiere "MUD MASTER-C" on the left stage and the "New TANTO" series on the right stage. On the ground is "Copen" forming the centerpiece for a display of six marketed models. Further into the booth toward the main stage are the Japan Premiere "HSC" and "OFC-1," again arrayed on either side for maximum impact. To the left of the main stage is the company's technology exhibit, focusing on its Omni-Directional Pre-crash Safety Support System (OPCS), another World Premiere.

The highlights are numerous. In addition to the driving performance that comes with being small and light, the MUD MASTER-C has a body-on-frame construction to give it extreme ruggedness and cargo capacity. The New TANTO series represents an evolution of the groundbreaking Tanto, bringing even more spaciousness and utility to this unique minicar genre. The OFC-1 combines driving performance with a liberating design that allows you to enjoy the open air regardless of the weather. The HSC uses realistic technologies to achieve significant improvements in environmental performance. The booth is designed to give you an overview of Daihatsu's achievements and momentum, underscoring the technical prowess of the company with products like its Super Intelligent Catalyst, the first in the world to have self-regenerating functions.





HSC improves comfort and livability with 4 independent seats

The HSC combines everything that people are looking for in cars—ease, safety, freedom, eco-friendliness—into a lightweight straight frame designed for high levels of energy absorption. It even has side and back guide monitors to significantly reduce blind spots. Its power unit is based on currently-available technologies, and it employs a CVT and idling-stop system to achieve fuel economy of 33 km per liter.



Enjoy the open-air feeling of the OFC-1

The electrically-driven canopy top of the OFC-1 is built with a glass roof to maintain a panoramic view even when it is closed. Adjusting the amount of sunlight is simple. Just a flick of a switch changes the roof from transparent to opaque thanks to the built-in LCD sunshade. The powertrain offers excellent fuel economy by combining a high-performance turbo engine with a CVT.



#### From the Press Briefings

“There are infinite chances for Daihatsu’s technology to contribute to the world”

Daihatsu Motor Co., Ltd.  
**Teruyuki Minoura, President**

Daihatsu celebrated its first century in business in March of this year. As a small car specialist, we have consistently contributed to motorization while maintaining our focus on the minicar segment ever since the 1980s, when we released the groundbreaking Mira, Move, and Tanto models.

Daihatsu contributes to global motorization today by building small cars with reduced environmental load, working to reform, innovate and advance as a global company. Our technology is oriented around environment-friendly, easy to drive, low fuel consumption, low resource consumption minicars, and that gives us infinite chances to contribute to the world.



MUD MASTER-C is a small, tough transporter

Daihatsu designed the MUD MASTER-C in collaboration with Raita Suzuki, one of the leading figures in cycle sports, to create a “mountain bike support model” that has large gullwing doors on three sides. But it is not just for mountain bikes. A wide range of attachments can be used to quickly change it into a superb vehicle to carry equipment for snow sports, surfing, bugging and even forest management and landscaping. The water repellent seats inside attest to its toughness.



The New TANTO (left) and TANTO CUSTOM (right)

The New TANTO and TANTO CUSTOM are the first minicars to eliminate the center pillar, a design that is combined with sliding doors to achieve a wide entrance. They boast more space than any other minicar, with a large wheelbase and greater height. They are also the first minicar models to have wooden flooring, something requested by moms.



A simulation of the OPCS that uses laser radar for full-spectrum 360° monitoring



**Ferrari****2-seater berlinetta backed by F1 knowhow**

◀ Ferrari 430 Scuderia



Ferrari 599 ▶



◀ Ferrari 612 Scaglietti

As Ferrari celebrates its 60th anniversary this year, it has also regained the drivers' championship in the F1 Grand Prix. The "Ferrari 430 Scuderia" is a high-performance two-seater berlinetta making its first appearance in Japan, and the company has gone the extra mile by creating a special model "430" that uses the same V8 engine that the company's motor sports division is known for. This is a car designed to appeal to the sports driver right down to the finest details, with Michael Schumacher deeply involved in the development and bringing F1 expertise to create a lightweight, simple vehicle with a provocative engine and exhaust note. Also at the booth are a new version of the "Ferrari 612 Scaglietti" flagship GT car and the "Ferrari 599" berlinetta with a 12-cylinder engine.

**Maserati****A new flagship coupe**

The "Maserati GranTurismo" is the company's new flagship car first announced at the Geneva Motor Show in March and making its premiere in Japan. The company also displays its "Quattroporte" luxury sport sedan. Designed by Pininfarina, the GranTurismo's styling evokes its thoroughbred heritage while giving it a super sports car image and body size. As a



▲ Maserati GranTurismo



▲ Maserati Quattroporte

luxury coupe, it has two doors and can seat four. The Quattroporte is the only four-door body in the Maserati lineup. The company displays two different versions, the "Sports GT DuoSelect" and "Automatic." Both the GranTurismo and "Quattroporte" have 4.2 L V8 engines.

**Lotus****On-road versions of exciting racing machines**

Viewing the "Lotus 2-Eleven," visitors can be heard whispering, "Can you really drive this on the road?" It is truly a racing machine. The 670 kg open body has a 1.6 L, 255 hp high-performance engine based on a Toyota 2ZZ-GE that the company has tuned to its own specifications. Drivers can choose the on-road version making its Japan Premiere, or the circuit-only version. Two other cars are also on exhibit: the "Lotus Europa S LX" and the "Lotus Elise SC ABA-117." Both are lightweight sports cars with Lotus' characteristic handmade feel.



▲ Lotus 2-Eleven (on-road version)



Lotus Europa S LX ▼

**SPECIAL**
**"Car Modeling Experience Classes" for Elementary School Children**  
**Nervous parents can't wait to see the results**


Children are enthralled by clay modeling

The Car Modeling Experience Classes for Children is open to elementary school children and tries to teach kids visiting the Tokyo Motor Show about the fun of manufacturing. The classes are located in the Makuhari Messe International Conference Hall. A total of eight sessions are scheduled for the mornings and afternoons of October 27 and 28 and also November 3 and 4. Initial applications were roughly triple the total capacity of 200 (25 children per session). The organizers report an unending stream of families hoping to get in on the day of the event. The classes are taught by working modelers from automakers belonging to the Japan Car Modeler Association, showing the children how to apply the clay to a base car. Nervous parents watch on, wondering if perhaps their child has some talent. The completed clay models can be very original and creative, often surprising the professionals. Perhaps somewhere in the class is a top designer whose cars we will be driving in 20 or 30 years time.



Held November 2

- Moderator/Panelist:  
Shuzo Ishimori (Professor, Hokkaido University)
- Panelists:  
Shinichi Shimizu (Managing Director, JTB)  
Rumiko Iwasada (Motor Journalist)  
Kenichi Kanamaru (Mayor, Tateyama)  
Hiroshi Aida (Mayor, Kashiwazaki)  
Yuichi Ishikawa (Director, MLIT)
- Organizer:  
Nippon Road Destinations



With the passage of the Tourism Promotion Basic Law, Japan is placing more emphasis on tourism, and it is urgent that we improve the quality of motorcar travel, which accounts for more than half of all domestic travel. The symposium began with Mr. Ishimori's keynote address on the theme of "motorcar travel and its role in tourism." He discussed the need for greater emphasis on leisure and further decentralization of society, and how traveling could help to bring this about.

In the panel discussion that followed, Mr. Shimizu spoke from the perspective of the travel industry and highlighted the need for

more flexible systems and administration, for example, the introduction of "package charges" for the expressways. Ms. Iwasada discussed the need for information systems that would allow everyone to actively enjoy motorcar travel. Mr. Kanamaru and Mr. Aida emphasized the need for local governments to coordinate in order to promote motorcar travel. Mr. Ishikawa noted that promoting domestic tourism was not just for the Japanese but would also stir up demand from inbound foreign tourists and closed the symposium by emphasizing that motorcar travel would be an important element in achieving this.

## SPECIAL

## Applause for "Double Dutch"

*Jump, turn, turn, leap, ...and a quiz*



From November 1, "Lifestyle Park" in the West Rest Zone of Makuhari Messe is home to a wide lineup of fun events. When the "Double Dutch" team takes the stage, it combines dancing and jump roping into a compelling street performance that consistently satisfies the audience.

This is one of the top performance groups anywhere, having taken the gold in the World Double Dutch Championships. Dressed in original T-shirts urging people to "Wear Your Seatbelt," they jump, leap and do back flips, all while jumping rope to rhythmical music.

The group gives two performances a day, morning and afternoon, everyday through the 11th. Performances last about 30 minutes, and during the show there is also a traffic safety quiz designed to raise awareness about fastening rear seatbelts and drunk driving. Those who get a perfect score receive a "QUO" pre-paid shopping card. This is a very audience-oriented performance that is suitable for children and adults alike.



## EVENT

Today's EVENTS  
4-Nov-07  
(Sun)

## &lt; Life Style Park (West Rest Zone) &gt;

● Answering Mom's Questions!  
A Talk Show on Cars

Sankei Living Shimbun

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

● Trial Demonstration

12:00~12:30 / 15:00~15:30

● Double Dutch

12:45~13:15 / 15:45~16:15

● Symposium

ELV Recycling Show / Panel Discussion

13:30~16:20

(International Conference Room 2F, International Conference Hall)

● 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)

※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

November 3: 152,100 visitors

Total 716,700 visitors

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