

The 40th 第40回東京モーターショー2007

TOKYO MOTOR SHOW 2007

News vol.13



November 6, 2007

Commercial Vehicles (Trucks and Buses)

The Leading Edge of "Environment" and "Design"



▲Commercial vehicle booths are located in the North Hall



▲The elegant interior of the Hino S'Elega Premium



▶Isuzu Motors' next-generation urea SCR reference exhibit

The 40th Tokyo Motor Show 2007 has undergone its own "model change" to create a combined format that brings commercial vehicles together with passenger cars. This is the first time in 3 years that commercial vehicles have been exhibited, and the trucks and buses can be found in North Hall, the closest to JR Kaihin Makuhari Station. The commercial vehicles booths are popular with the crowds, attracting both families with children and visitors from overseas.

Trucks, buses and other commercial vehicles are also being asked to do a lot to combat global warming, and at this show their manufacturers display the latest in environmental technologies, including hybrids and low-CO₂ clean diesel engines. Says President Susumi Hosoi of Isuzu, "People in both Japan and abroad look not only for safety and economy but also seek leading-edge environmental performance." President Satoru Takeuchi of Nissan Diesel says, "We want to offer environment-friendly trucks as quickly as possible throughout

Asia, not just on the Japanese market," making a strong appeal for the companies' export strategies. This area of the show truly feels like an "international trade show." You can see visitors from overseas, particularly Southeast Asia, stopping at the technology exhibits and avidly listening to explanations of, for example, exhaust gas treatment systems.

The commercial vehicles booths also have many unique concept models on display. Hino Motors exhibits a large-size tour bus that, according to President Kondo Shoji, is designed for "bus travel with the highest levels of hospitality." There are also prototype reference exhibits of next-generation urban trucks with innovative designs. Even companies that are known for their passenger cars like Nissan, Suzuki, and Daihatsu have included interesting commercial vehicle concepts in their exhibits. How popular are these exhibits? Just look at the long lines for viewing and sitting in the seats.

Hino Lining up to get on board a first-class tour bus



The Hino booth in the center of the North Hall has been dubbed the “Hino Bus and Truck Park,” and it features four reference exhibits that highlight the company’s advanced environment and safety technologies, including a large tour bus and a new concept model “ASV” truck with advanced safety features. The most popular with the crowds is the “S’Elega Premium” first-class tour bus, the insides of which resemble a swanky hotel suite. The keywords for its development were “roomy,” “relaxing” and “luxurious.” The spacious interior features full leather



Feeling rich in the large S'Elega Premium tour bus



The Profia ASV truck

seats two to a row and has accommodations for a total of 12 passengers. The booth is swamped by visitors who want a chance to “test ride” and experience luxury, and there are always long lines in front of this corner. At the current point in time, the company has no plans to offer a market model, but according to the booth staff, “We’ll consider it if there is demand.”

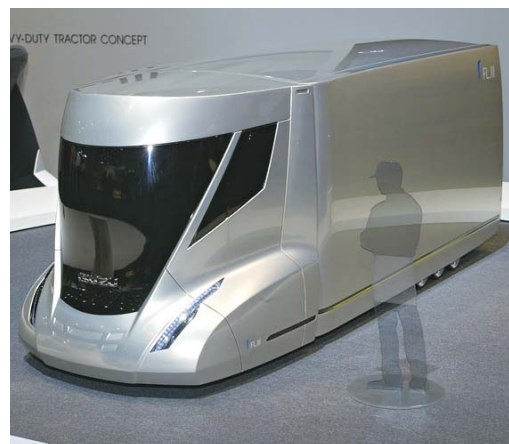
Isuzu Your “Global Life Partner”

ISUZU

One reference exhibit at the Isuzu booth is the first-generation “Elf,” launched in 1959 as the first full cab-over model on the domestic light-duty truck market. The company’s theme this year is “Global Life Partner.” Its display includes a number of currently-available models, such as the new “Elf” that uses advanced environmental technology to meet new long-term emissions regulations, and also the “Forward.” The technology corner features a reference exhibit of the “Next-Generation Urea-Selective Catalytic Reduction (SCR),” an aftertreatment technology that cleans exhaust gas of



PM (particulate matter) and NOx (nitrous oxide compounds) prior to emission. This has created a stir among engineering professionals. Another unique exhibit goes by the slogan “Bringing the future and dream of transport to life” and focuses on a futuristic concept study model done at 1/5 scale to show what 3-ton light-duty trucks may look like in the years to come.



The FL-III futuristic concept study model (1/5 scale)

Mitsubishi Fuso Full-sized concept model stands out among commercial vehicles



The biggest attention-grabber at the Mitsubishi Fuso booth is the “Canter ECO-D” futuristic dump truck concept model. The company has created it at full size, something of an anomaly among large commercial vehicles, and the vehicle itself shows its manufacturer’s vision for commercial vehicles of the future, incorporating a parallel hybrid system and a cabin with “zero-stress operation.”



The attention-grabbing Canter ECO-D

Also at the booth is a large “Super Great” truck painted in a special shade of black just for the Tokyo Motor Show and equipped with the “Eco Fleet Pro” operations management system now under development. Popular with visitors is the “Aero Queen” large bus equipped with a wheelchair lift. The technology exhibit features the next generation in clean diesel developed in collaboration with the trucks division of Daimler.



The large Aero Queen bus

Nissan Diesel New urea SCR system tackles the next generation in emissions regulations



Next generation urea SCR system

The Nissan Diesel booth includes a World Premiere of the “Next-Generation SCR System” as a reference exhibit. The company was one of the first to launch the “FLENDs” urea SCR system on the domestic market, and in the next generation it advances the sensor technology to improve the urea SCR catalytic cleaning functions, which have been integrated with a “Super PM” cleaner to create a more compact emissions gas package. Vehicles on exhibit include the “Quon” large high-speed tractor that is scheduled for a minor change to add collision-mitigating breaks and fuel economy improvements, and also the “GW,” a large tractor for export markets, both reference exhibits. A large “Quon” aluminum wing van is on display as well.



Quon aluminum wing van

Volvo Truck Vehicles and technology to improve “environmental efficiency” VOLVO

Volvo Truck brings a World Premiere to the show in the form of the “Globetrotter XL Cab,” a new tractor designed specifically for the Japanese market and boasting the world’s top levels of safety, comfort and environmental performance. Making their Japan Premieres are the “Volvo Hybrid” that reduces CO2 emissions by up to 35%, and the “I-Shift” 12-speed electronically controlled transmission that improves economy and driving ease.

Rather than just concentrate on the trucks themselves, Volvo Truck’s philosophy is to look at the entire process from production through recycling to boost total “environmental efficiency,” which it illustrates at the show with an exhibit of its truck recycling technology and the Volvo Eco Drive Simulator.



A scrapped car for recycling



Globetrotter XL Cab

Hyundai



Right-hand version of “Universe” bus for Japan



Hyundai’s Japan-spec “Universe” bus is on display in Yasuragi Mall as a reference exhibit of a right-hand steering version of the global strategy model that debuted last year. No decision has been made on when the bus will be launched on the Japanese market; the company wishes to do more research. Hyundai says that it clears the new long-term emissions regulations and should be able to satisfy the “post-new long-term” regulations as well.

TOPICS

Family and Morimoto sell “dreams” and “tastes”

The booths at the Tokyo Motor Show are nothing if not varied. While not directly related to vehicles, their concepts of “dreams” and “tastes” are shared with automakers. One such booth is Family, a company known for its high-end massage chairs. Visitors can take a free “test ride” on one of eight massagers located in Ikoi Mall on the 1st floor. Three are Japan Premieres of the “Sogno” (Italian for “dream”) scheduled for launch at the December. If you need a spot of dreamy relaxation during your viewing, this is the place to come.

Another standout is the booth in the Center Hall on the 2nd floor that looks as if it was made entirely of black blocks. It’s the first exhibit at the Tokyo Motor Show from the famous Morimoto brand of designer condominiums. Its slogan takes a rather philosophical bent: “Innocuous homes bring nothing more than innocuous lives - Good is not enough.” This is a company that is every bit as design-driven as the automakers. Visitors receive a free desktop calendar too!



Family offers high-end massage chairs; Morimoto is known for its designer condominiums

Tokyo Motor Show Symposium 2007
ELV Recycling Show/Panel Discussion

Held November 4



Children's Art Exhibit

■ Appearing in Part 1:

Professor Recycle: Takayuki Imajo (Consultant and auto recycling expert)
Speed Wagon / Tomu Suetaka, Cherry Pie (Comedians)
Uzumaki Naruto (Animation character)

■ Panelists for Part 2:

Katsuya Nagata (Professor, Waseda University)
Kazuya Shishido (Environment Committee, Japan Automobile Manufacturers Association, Inc.)
Kiyoyuki Sakai (Chairman, Japan ELV Recycler's Association)
Hiromi Nishizawa (Motor Journalist)
Masuo Kuremura (Manufacturing Industries Bureau, Ministry of Economy, Trade and Industry)
Tetsuya Nakano (Ministry of the Environment)

■ MC: Mika Sawada (Freelance Announcer)

■ Organizer: Ministry of Economy, Trade and Industry, Ministry of Environment, 3R Promotion Forum, The Conference for Promotion of Reduce-Reuse-Recycle

It has been three years since Japan's "Automobile Recycling Law" took effect, and one of the aims of the "End of Life Vehicle (ELV) Recycling Show/Panel Discussion" held at the Makuhari Messe International Conference Hall was to educate the general public about how the law works and what it means for them.

Speaking to a full hall prior to the main program, Parliamentary Secretary of Environment Masayoshi Namiki offered a few remarks on behalf of the organizers. He was followed by the first part of the show, which was done in an elementary-level class format. Professor Recycle lectured on some of the mechanisms in the Recycling Law like the eligibility for refunds of the automobile weight tax for any remaining portion of the vehicle inspection period when a car is scrapped. A number of comedians were on

hand to play students and provide humorous answers to the professor's questions.

This led into the panel discussion of Part 2, which concentrated on applied topics. Professor Nagata, who was one of the leaders in establishing the recycling system, was joined by other panelists drawn from the private and government sectors who were involved in the administration of the law. They discussed from their perspectives what it had achieved and what issues need to be addressed in the future. Professor Nagata closed the symposium by advocating the need for consumers to understand the Recycling Law and monitor its administration, not just pay the processing fees.

SPECIAL

Children's Art Exhibit
A collection of masterworks

The "Children's Art Exhibit" has become a fixture at the Tokyo Motor Show. The masterworks are available for viewing in the 2nd floor of the North Hall. Styles and themes are wide ranging, from ordinary cars driven by dad and mom to more fantastic vehicles shaped like hearts, fruit and cute animals. Visitors can be seen stopping in midstride, breaking into a smile as they look at the drawings.

**Hey! "Shaping Your Dreams by Tomica"**
My picture has become a minicar!

"Shaping Your Dreams by Tomica" celebrates the 10th "Children's Art Exhibit" by selecting three drawings to turn into actual minicars.



The resulting models are very creative, showing the ability of children's imaginations to go beyond what one would normally think of as a car shape. The three works will be displayed in the Tomica Choro-Q corner on the 2nd floor of the North Hall until the end of the show. It's worth making the trip just to see the unusual styling.



EVENT

Today's EVENTS
6-Nov-07
(Tue)

< 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
- **Special Talk Show:**
"Love Navigator Showdown"
12:15~13:15
- **Trial Demonstration**
13:30~14:00 / 15:00~15:30

- **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

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