

The 40th 第40回東京モーターショー2007

TOKYO
MOTOR SHOW
2007



News vol.14

November 7, 2007

世界に、
未来に、
ニュースです。

Catch the News,
Touch the Future.

Barrier-Free Vehicles

For the motorized society of the future

Achieving the dream of "more freedom" for users and caregivers alike



① Nissan: "Caravan / Chair Cab M Spec" with wheelchair lift

② Mazda: "AZ-WAGON i" with wheelchair slope

③ Mitsubishi: "Delica D:5" with "side moving" specs

④ Toyota: "Voxy" designed for 2 wheelchairs

⑤ Honda: "FIT Almas" with passenger side swivel seat

⑥ Mitsubishi Fuso: "New Aero Queen" with electrical lift (reference exhibit)

⑦ Daihatsu: "Atrai Sloper" with slope

⑧ Isuzu: "Erga Nonstep" with storage space for 2 wheelchairs (reference exhibit)

⑨ Fuji Heavy: "Stella TransCare" with wing seat lift

⑩ Hino: "Hino Poncho Travel Café" small, short-trip tour bus (reference exhibit)

⑪ Daihatsu: "New TANTO WELCOME SEAT" with passenger seat lift (reference exhibit)

In 1996, Japan sold fewer than 9,000 barrier-free vehicles; a decade later in 2006, this jumped up to around 40,000. For the past 10 years, this segment of the market has achieved average year-on-year growth rates of 120%. The majority of this appears to come from purchases by private individuals. Perhaps nothing illustrates this quite as well as the large number of wheelchair users that can be seen at this year's Tokyo Motor Show, not just on the special viewing day for wheelchair users, but also excitedly making the rounds on general public days.

In 2035, the elderly are forecast to account for 33% of the Japanese population. In other words, we will have an aged society unlike any in history in which 1 in every 3 people is 65 years of age or older. Meanwhile, the ages of caregivers will be rising as well. Even today, the majority of people who provide nursing care on a daily basis in the home are over 60—the elderly are taking care of the elderly. Improvements to barrier-free vehicles are crucial to reducing burdens on these caregivers.

This is the background to the competition among domestic

automakers to expand their barrier-free offerings, improve convenience and operability and provide better features. Virtually every passenger car exhibitor at the show has barrier-free vehicles, and many of the manufacturers of large commercial vehicles have ambitious bus concepts tailored to wheelchair users on display as well, as the range of models expands to all genres in the market.

There are two main categories of barrier-free vehicle: those designed to be operated by the disabled and those designed with caregivers in mind. The care-oriented vehicles are further broken down into how they are intended to be used, which determines whether they have rotating (sliding) seats, lift seats or room for wheelchairs etc. This year's show stands out for the large number of care-oriented vehicles on display and the significant evolution they have undergone. Given the space limitations, we decided to let the pictures tell the story with a selection of the main barrier-free vehicles to be found by each of the manufacturers.

Vehicle Bodies

This year saw nine members of the Japan Auto-Body Industries Association who make specially-equipped vehicles exhibiting in two locations: the North Hall of Makuhari Messe and the outdoor exhibition space. The outdoor exhibit had displays from seven companies and ran through October 30. Among the highlights for visitors were demonstrations of huge dump trucks, ladder trucks, garbage trucks and other "working vehicles." There are also three exhibitors in the North Hall (Toyota Auto Body exhibited in both), who show unique concept models that "change the face" of light commercial vehicles and passenger cars. Here too, interest has been avid.

The industry association's booth is located on the 2nd

floor around the center of the Central Mall, and is sponsoring a "stamp rally" to attract more attention to the vehicle body booths at the first combined motor show to be held in Tokyo in 10 years.

Visitors who obtain stamps from all of the vehicle body companies displaying at the show can exchange their form for a miniature car, courtesy of Tomica. The program has been a big hit. The association had initially estimated that 500 prizes would suffice, but those were soon gone and it was placed in the enviable position of having to go with a "limited rally" that gives children priority.



The Japan Auto-Body Industries Association booth

Toyota Auto Body

Four concepts on the theme of "cars that make you happy, cars that make life easy"



The "COMS BP" compact electric vehicle is making its World Premiere. It is an entirely "vegetable" body, including the bumpers, roof and pillars. With full walk-through capacity and the ability to work in while standing up, "MOBILE TRIMMER" was designed for pet shops that offer home trimming services. "TRANS PIT" uses a power



The world's first all-vegetable body on the COMS BP

lift for easy loading and unloading of motorcycles, while "VOXY Bi-TREK" is designed for traveling couples and allows them to freely switch among four different interior modes. All four of the concept cars highlight the company's original technology and creativity.



MOBILE TRIMMER is a salon car that is easy on people and pets too

Nissan Shatai

Flooring it with specially-equipped LCVs

Nissan Shatai focuses its exhibit on light commercial vehicles (LCV), highlighting four specially-equipped market models, including the "Civilian Super Resort Saloon SR-II" and the new "Atlas F24 Rear Gate Lifter Truck." As the exhibit makes clear, this is a company that is strong on specially-equipped and decorated vehicles, manufacturing everything from ambulances to buses adorned with popular children's characters. There are long lines of people waiting to get on.



◀ Civilian Super Resort Saloon SR-II



▼ Caravan with lift



Kanto Auto Works

The high-tech of autumn colors



Each hour, Kanto Auto Works offers a live performance by a sax, violin and guitar trio, during which you can also see a demonstration of the large, electrically-powered sliding roof on the "Rumion xO," a World Premiere exhibit. Facing sideways further into the booth is the "Premium Century" (World Premiere) designed to be the ultimate in chauffeured cars. The "Corolla Fielder Simplex" is a reference exhibit that features a painstakingly detailed design.

Giving a nod to the season, the company has chosen a bold fall-foliage design for the booth, xO and Simplex. In fact, it's such an attractive booth, you might mistake it for a finished-car manufacturer. Be sure to check out the foliage-colored paint jobs, a visible demonstration of this company's high technology.



Rumion xO uses the "extra open" roof

Pokka PR booth**Giving away 20,300 original radio controlled cars!**

Pokka Corp., the official drink sponsor of the Tokyo Motor Show, has a booth in the Central Mall that is popular for its original radio controlled cars. It has chosen some of the most popular models for the exhibit, including Toyota's "FT-HS" concept car, Nissan's "Fairlady Z" and Honda's "Civic Type R." The crowds seem to appreciate the selection. To commemorate the 40th Tokyo Motor Show 2007, the company is giving away radio controlled cars to 20,300 visitors. All you have to do is collect two stickers from any of the 12 products in Pokka's canned coffee and Aromax series.



Be sure to get yours!



Full display of original radio controlled cars



Canned coffee decorated with classic vehicles, available only at the show

**UNT****The first windshield wipers in the world to combine "eco" and "fashion"**

Color seals make windshield wipers fashionable

On the passageway that splits the center and west halls at Makuhari Messe, you will find a small booth run by UNT, a manufacturer of windshield wiper blades that has set itself the daunting goal of getting its products on 1% of the world's vehicles. The display highlights the "midORI" eco-wiper, which lives up to its name as a resource-conserving product by reducing the number of parts by about 1/4 compared to a conventional wiper. The company has also developed a selection of 24 color seals to be put on the wiper bodies, and they are making their first appearance at the show. It has been about 70 years since cars first were equipped with windshield wipers and it's high time users were able to choose something fashionable.

The company offers a selection of 11 eco-wipers in sizes of between 30 and 65 cm and prices ranging from 2,100 to 3,200 yen. Single-color and printed seals cost 450 yen. (Prices do not include consumption tax.)

Bayfm**Reporting Live from the Tokyo Motor Show**

Bayfm 78, a popular Chiba-based FM station, is broadcasting sounds and talk live from the stage in Lifestyle Park, located in the West Rest Zone of Makuhari Messe. On November 1 and 2, and again from the 5th through the 9th, it features Tokyo Motor Show highlights with live reports. Headlining the broadcast is popular DJ and newscaster Orié Tonaki, who brings a characteristic Okinawan cheerfulness to the show. After the show, she also plays a game of rock-paper-scissors with the audience for prizes.



Broadcasting Tokyo Motor Show information in real time

e-tix online ticketing system**The convenience of booking tickets in your own home**

Print out your ticket for immediate entrance

If you have a credit card, a PC and a printer, you can purchase your Tokyo Motor Show tickets immediately and online from anywhere in the world thanks to the "e-tix" online ticketing system introduced during the advance sale period for the 40th Tokyo Motor Show 2007. Just access the official website (<http://www.tokyo-motorshow.com/>) and follow the instructions. There are no handling charges. So far, about 5% of visitors have taken advantage of e-tix. It's the ultimate in convenience and worth giving a try.

Blood Drive and Bone Marrow Bank Corner**Make your goodwill count today**

Adjacent to the First Aid Center on the south side of the North Hall is the "Blood Drive and Bone Marrow Bank Corner." The Japan Red Cross sponsors the blood drive, while Chiba Bone Marrow Bank Promotion Association offers blood donors a chance to register with the bone marrow bank. As of the 6th, a total of 1,821 visitors had donated blood, but the Red Cross reports that there has been a shortage of type AB over the last few days and is asking for more volunteers.

Meanwhile, the bone marrow bank corner has signed up 474 donors, putting the show roughly on par with the previous show in terms of donations and donor registrations (the final results for the 39th show were 2,836 blood donations and 887 donor registrations). Make your goodwill count today and help save a life.



Tomica Choro-Q Corner

A collection of Tokyo Motor Show original Tomicas and Choro-Qs

The "Tomica Corner" has been popular with children and minicar fans since it first appeared at the 35th show in 2001. For this show, it has changed its name to the "Tomica Choro-Q Corner" and widened its selection to include Choro-Q models as well as minicars. The booth has become known for its Tokyo Motor Show commemorative Tomica editions, and this year it offers a total of 13, including the Toyota "Estima," Nissan "Skyline" and Mazda "MPV."

The small radio-controlled "40th Tokyo Motor Show 2007 limited-edition Q-Steer" models equipped with radio controls are also on sale. There are eight models, including the Nissan "Skyline GT-R (R34)," Mitsubishi "Lancer Revolution VIII," and the Toyota "Sprinter Trueno (AE86)." There is also a corner set up where these Q-Steers can be tried out, and shouts of excitement from kids touching radio-controlled cars for the first time can be heard everyday.

Visitors also have the opportunity to experience the Choro-Q Deck system that allows you to assemble your own original Choro-Qs and then let them battle it out. If you've ever wanted to play with Tomicas or Choro-Qs, now's the time to go straight to the Tomica Choro-Q Corner inside Kids' Park on the 2nd floor of the North Hall.



VISITOR INTERVIEW

来場者に聞く



Mr. Satoshi Yoshida
(Student, 20 years old)

The Toyota booth is by far the best. But I think I want a GT-R.

Satoshi Yoshida is a sophomore in science and engineering from Moriya, Ibaraki who is studying at a university in Chiba. He loves cars and says he immediately got his driver's license after starting college. He says his father often brought him to the Tokyo Motor Show as a child, and today he was visiting with friends from school. "We've been here all day and seen most of the booths from end to end." We asked Mr. Yoshida for his frank impressions and he told us, "The Toyota booth is by far the best. I was really interested in the Crown Hybrid and hybrid sports car. It drove home for me Toyota's concern for the environment."

That having been said, of all the cars on display, the one he most wants is Nissan's GT-R. He was enthusiastic: "It's every bit as good as they say." He also confided, "It's unfortunate that there are not more imports on display. I wanted to get a better look at them. One of the things that make the Tokyo Motor Show interesting is that you can see imports that you normally wouldn't."

EVENT

Today's EVENTS
7-Nov-07
(Wed)

< 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**
12:15~13:15
- **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

TOKYO MOTOR SHOW 2007

November 6: 64,100 visitors

Total 986,500 visitors

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