

The 40th 第40回東京モーターショー2007

TOKYO MOTOR SHOW 2007



News vol.15

November 8, 2007

世界に、
未来に、
ニュースです。

Catch the News,
Touch the Future.

Domestic Motorcycles

“Comfortable riding” makes big bikes popular



The motorcycle market is moving away from “breakneck speed” to “comfortable riding,” and as it does so, it is changing its expectations of big bikes. This trend is part of a larger shift in its user demographics as baby boomers begin to age. There are more and more couples and families who are using their weekends and leisure time to ride tandem on long tours or who join up with groups of friends to go cruising. The world of motorcycles is expanding. Other factors play into this, including a helping hand from the government. Two years ago, Japan lifted the ban on riding double on expressways. Last year, it brought in a new automatic transmission licensing system, and in the fall opened up motorcycles to the electronic toll collection (ETC) system.

Japan’s four domestic motorcycle companies—Honda, Yamaha, Suzuki and Kawasaki—are all trying to catch up with the maturation of the market and the change in demand, and have brought to the Tokyo Motor Show a wide range of larger bikes covering the entire spectrum from full model changes of

commercially-available motorcycles to reference exhibits of new models they plan to launch to design study concept models. The domestic market will be feeling the heat from foreign competitors and is gearing up to meet it. Another area of great interest at the show is “big scooters” of around 250 cc, which are in high demand among younger riders.

Meanwhile, reference exhibits also highlight new environmental technologies. Honda brings an engine with a variable cylinder system designed specifically for motorcycles. Suzuki displays a three-dimensional cam engine among its technologies. Yamaha has its “Tesseract” hybrid multi-wheeled vehicle and “FC-AQEL” fuel cell model. Suzuki also displays a “cross-cage” fuel cell vehicle. Though not necessarily highlighted, manufacturers have been working to improve fuel economy and environmental performance so that new models are in compliance with stiffer motorcycle emissions regulations, as can be seen by the widespread use of electronically-controlled fuel injection (FI).

Honda Numerous models help you to "Find Your Wings"



Honda has a total of 38 motorcycles on display, including 10 World Premieres. As its theme, "Find Your Wings," suggests, the Honda booth wants to show you how much fun it can be to ride a motorcycle with how much variety there is available.

The highlights include the "EVO6," a World Premiere automatic sports cruiser concept model that is driven by a 6-cylinder, horizontally-opposed, 1,832 cc engine, the largest available on a motorcycle; the "FORZA Z ABS," the 3rd generation of this popular 250 cc big



The 3rd generation FORZA Z ABS



The CB1100F modern café sports



The EVO6 automatic sports cruiser

scooter that recently underwent a full model change; and two concept models in the CB series, the "CB1100F" and "CB1100R," with a traditional air-cooled 4-cylinder engine, the former as a naked modern café sports bike, the latter as a half cowl.

The EVO6 is offered in two varieties and uses Honda's proprietary automatic transmission structure that allows switching to manual at the touch of a button. The body style is distinctive and attractive, with absolutely nothing wasted. The new version of the FORZA Z ABS soon to be in market has more fluid body styling, and all versions feature Honda's built-in audio system, the first time it has been incorporated into this scooter class. The newly-designed, water-cooled, 4-stroke, 4-valve single cylinder engine has been given a "load identification and control function" that selects the optimum ratio for the automatic transmission at all times. The technology exhibit shows distinctive new Honda products, like the Variable Cylinder Management System for large bikes now in development.

Suzuki From "biplanes" to "fuel cells," a wide selection of concept models



The futuristic Biplane design study concept model

The first thing to catch your eye on the main stage of the Suzuki motorcycle booth is the "Biplane" design study concept model. The company was able to create a futuristic full-cover body by arraying its 1,000 cc, water-cooled V4 engine vertically, and though still very much a machine, it is designed to have the same "softness" as a ride on a biplane.

To highlight its proposals for the environment, the crosscage combines a simple, compact, lightweight, air-cooled fuel cell system and a high-performance, two-dimensional battery to create an electric vehicle with optimal power control. "Gemma" is a full-flat, two-seater big scooter with a low, flowing, refined form and better integration of the passenger seat. All of these models are World Premieres.

Also at the display are 15 reference exhibits, including export versions of the flagship "B-KING" and "Hayabusa 1300." Suzuki's theme for its motorcycle booth is "the joy of riding, the

fun of operation, the happiness of ownership," and between its 28 motorcycles on display, including 13 that are commercially available, it makes its point.

Headlining the technology exhibit is the "three-dimensional cam engine" that uses a three-dimensional cam able to continuously adjust the engine's operating characteristics and improve fuel economy and torque throughout the range. This is the third time that it has been displayed at the Tokyo Motor Show, and Suzuki says that it is now preparing for market launch.



The crosscage fuel cell vehicle



The full-flat, two-seater Gemma

Yamaha

The exciting Yamaha Museum with 19 reference exhibits



Yamaha has put together an incredibly exciting booth in the North Hall. Right next to the entrance is the “YZR-M1” machine that competed in MotoGP, the pinnacle of motorcycle races, during the 2007 season. Next to it is the “YZF-R1,” a super sports model that crystallizes all of the company’s advanced technology. At the press briefing, a confident President Takashi Kajikawa said, “Our profits have been increasing for the past eight years running, and this year our consolidated sales will cross the 1 trillion yen line for the first time ever.” Just how well the company is doing is immediately apparent from its booth.

Yamaha’s concept for this show is “The Art of Engineering,” and it displays 19 reference vehicles to underscore it. Among the World Premieres are the “LUXAIR,” that combines an engine and a motor into a “parallel hybrid motorcycle;” the Tesseract multi-wheeled vehicle that uses a liquid-cooled V-twin engine and motor; and the “FC-Dii,” a new model with a direct methanol fuel cell. There are also five Japan Premieres.



The FC-Dii, a new model fuel cell bike



The futuristic BOBBY attracts crowds

“BOBBY” is one of the more unusual exhibits, a futuristic bike that folds up the seat, handle, pedals and rear wheel for compact storage. The power turns on and off at the wave of a mobile phone embedded with a “FeliCa” non-contact IC chip, to create a keyless bike. This has excited visitors, who agree that this would be convenient.



President Takashi Kajikawa delivering his speech



The LUXAIR parallel hybrid motorcycle

Kawasaki

Emphasis on environment and safety



Bright green machines bring a fresh touch to the Kawasaki booth. The company’s world premiere model is the “D-TRACKER X,” a 250 cc bike that combines a slim body with 17 inch tires front and back. It also has four Japan Premieres and a total of 13 reference exhibits. “These models are a result of the care we take for environmental and safety concerns. The ‘Euro-3’ conforms to European emissions regulations, and we have also included ABS on many models,” says Shinichi Tanba, President of the Consumer Products & Machinery Unit.

The Kawasaki booth has two main corners. One stage focuses on models like the “Ninja 250R” sports bike that combines a stylish exterior with sporty performance and the “KLX250” with improved off-road performance and new styling, all done up in Kawasaki’s image color of lime green. On the other stage it displays its large super sports models that have received wide acclaim on export markets. The



The Ninja 250R sports model



The World Premiere D-TRACKER



The new styling of the KLX250

highlight here is the “Ninja ZX-10R” that has just undergone a full model change.

Kawasaki has not forgotten motorsports fans either. It brings along the “Ninja ZX-RR” machine that it entered in MotoGP, the “KX450F” that won the AMA Supercross and FIM World Supercross GP, and the “KX250F-SR” that drove in the All-Japan Motocross Championships.

SPECIAL

Trial Demonstration "They're climbing the walls!"



Kids love the "perpendicular wheelie"



Going downstairs takes good technique



Synchronized jumping

Trial competitions are a grueling event that requires drivers to take off-road bikes over rocks, through forests and across rivers. Everyday at Lifestyle Park, the "Trial Demonstration" shows off the extraordinary technique of trial athletes Naaki Kobayashi and Motoharu Honda.

They lift up their front wheels to pop "wheelies," lift up the rear wheels for a jackknife, and then stop just a few centimeters from the fence that separates the course from the audience. They also

negotiate staircases, walls and other obstacles that would seem impossible for motorcycles, making it look easy and gaining appreciative applause from the audience when they pull it off.

Having advanced their riding technique to this level, the two athletes are also adamant about safety. During the talk portion of the show, they urged the audience to wipe out drunk driving and reminded them never, ever to drink and drive.

TOPICS

Lost your child? Lost your bag? Need information? We're here to help!

If you're looking for a sanctuary among the jumble, come to be Information Plaza located in the center of the 1st floor. It is a convenient facility that handles everything from public announcements to lost children to lost-and-found services.

Each day sees an average of 200-250 users, doubling on the weekends. This year's show has been characterized by more non-Japanese children getting separated from their parents, perhaps a reflection of the greater numbers of international visitors. The most common items in the lost and found are camera parts, mobile telephones, umbrellas and keys. There is also a convenient message board where you can leave notes for other visitors. As of this writing on November 7, there have been a total of 167 lost children and 1,547 lost belongings.



The Information Plaza where a message board is set up

MOTORSHOW NEWS

Junichi Ishida and Noriko Aota The laughs keep coming at "Special Talk Show: 'Love Navigator Showdown'"

Lifestyle Park in the West Rest Zone offers a daily lineup of entertaining events, and on the 6th, it was "Special Talk Show: 'Love Navigator Showdown,'" featuring popular personalities Junichi Ishida and Noriko Aota. In the "Love Navigator Showdown" series that runs in the Yomiuri Shimbun and "Tokyo 1 Week" (Kodansha), Mr. Ishida was the first head of the awards committee and later passed the duty to Ms. Aota.

Their dialogue featured humorous takes on where to go on driving dates and talk about their cars. The visitors who gathered in front of the stage were able to spend a relaxing lunch time thanks to a constant series of laughs provided by the speakers.



Keeping them in stitches

EVENT

Today's EVENTS
8-Nov-07
(Thu)

● **Symposium**
Car user meeting with JAMA chairman Cho
14:00~16:00
(International Conference Room 2F, International Conference Hall)

< Life Style Park (West Rest Zone) >

- **Double Dutch**
10:45~11:15 / 16:15~16:45
- **bayfm78 Tokyo Motor Show Report**
11:30~12:00
- **Trial Demonstration**
12:15~12:45 / 13:15~15:45
- **Car user meeting with JAMA chairman Cho (live video)**
14:00~16:00

- **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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November 7: **72,400** visitors

Total **1,058,900** visitors

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Publisher: Public Relations Office
Japan Automobile Manufacturers Association, Inc.
Nihon Jidosha Kaikan, 1-1-30 Shiba Daimon, Minato-ku, Tokyo 105-0012 JAPAN
TEL.03-5405-6119 FAX.03-5405-6136 WEB SITE www.tokyo-motorshow.com

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