

The 40th 第40回東京モーターショー2007

# TOKYO MOTOR SHOW 2007



## News vol.16

November 9, 2007

世界に、  
未来に、  
ニュースです。

Catch the News,  
Touch the Future.

### Imported Motorcycles

## New world dawning for import bikes



“Our booth at the Tokyo Motor Show has a unique theme and layout that sets it apart from other companies. We want to engage in more lifestyle marketing to consumers,” says Toshifumi Okui, President of Harley-Davidson Japan. “For the past 3 years running, our sales have been up 35% year-on-year. That growth figure is the highest in the industry and the reason why we are the most-watched brand,” declares Fumio Arai, President of Triumph Japan. “Welcome to the booth of the MotoGP champions. Ducati is the fastest, most beautiful, sexiest motorcycle in the world,” boasts Fabrizio Cazzoli, President of Ducati Japan. The foreign motorcycle companies held their press briefings in the North Hall on October 24 and are obviously enthusiastic about this market.

They have every right to be cheerful. According to industry surveys, new registrations (sales volumes) of imported motorcycles (251 cc and above) and light motorcycles (126-250 cc) were up 8% year-on-year during 2006, crossing above the 27,000 line to set yet another new record, outdoing their previ-

ous high from 2005. The foreign manufacturers are particularly strong in light motorcycles, which recorded a 6.3% year-on-year increase to more than 22,600, breaking past records. That momentum appears to be continuing this year.

With the wind in their favor, the foreign motorcycle companies are ratcheting up their marketing and sales activities and also expanding their service networks. At the end of December, Harley-Davidson began offering loans for all of its motorcycles with a maximum of 150 repayments (12½ years). Consumers can now purchase an entry-level “XL 883” Harley (883,000 yen) for just 3,000 yen a month. Triumph has increased its “Triumph World” dealerships to a total of 19 and plans to add more in the future. Ducati has released a Japan-only model called the “Monster 400” and is considering shipping the “Desmosedici RR,” a road-going replica of its MotoGP model. Developments like these are signs that foreign motorcycle companies are gearing up in the Japan market.



## Imported Motorcycles

### Harley-Davidson Exciting 2008 line up, special model for 105th anniversary



The Harley-Davidson booth is designed to evoke the good old days of midcentury America, underscoring the company's avant-garde credentials. Celebrating its 105th anniversary in 2008, it has 19 of its models for the new year at the show, including the "Buell" series. Fourteen of them are anniversary editions with engraved serial numbers, something sure to tickle the fancy of enthusiasts.



The innovative custom styling of the FXCWC Rocker C



The FLHTCU3-CVO is the ultimate in genuine factory customization



The FLHTCU is a limited edition to celebrate Harley's 105th anniversary

Among the highlights are the "FXCW Rocker C" and "FXCWC Rocker," the next evolution of the Softail family, and the "FLHTCU3-CVO Factory Custom Ultra Classic Electra Glide" and "FLHR4-CVO Factory Custom Road King" with original paint jobs and generous assortments of genuine Harley parts and accessories. These are set to launch in January or later next year.

### Ducati MotoGP prowess carries over into the booth

The biggest attraction for the Ducati booth is the Japan Premiere Desmosedici RR, the company's first road-going GP replica of the bike that brought it overwhelming speed and victory at MotoGP. The technology, performance and speed coming straight from experience at the MotoGP demonstrate Ducati's passion for "making dreams come true."

Desmosedici RR, the only MotoGP replica you can take on the road



**DUCATI**

### Triumph Encouraging riders to "Go your own way" with 1 world and 4 Japan premieres

The Triumph booth shows you the full breadth of its three model ranges: the urban sports bikes like the "Street Triple" and "Daytona 675" with their distinctive water-cooled 3-cylinder engines; the modern classics like the "Bonneville" with dignified, time-tested vertical twin engines; and the cruisers like the "Rocket III" that has the largest displacement of any motorcycle in the world. The company invites drivers to "go your own way" with motorcycles designed to fit their individual lifestyles.



▲The Rocket III Touring makes its World Premiere and is scheduled to go on sale in the spring of 2008

▼The Japan Premiere Street Triple is the new standard in middleweight naked-engine bikes



**TRIUMPH**

### Kymco World Premiere of the world's largest scooter



The Taiwanese Kwang Yang Motor Co. brings its World Premiere "My Road 700i" to the show. At 699.5 cc, the 2-cylinder engine has the largest displacement in the world for a continuously variable automatic transmission scooter. With maximum output of 55 hp, it is fully capable of high-speed cruising.

A total of five Japan Premiere models are at the booth, including the "Quannon 125," a small racing-type bike scheduled to hit the Japanese market next spring, and the "Super8 125" scooter.



My Road 700i

### Adiva Italian scooters from Taiwan



Italian motorcycle manufacturer Adiva chose "Advanced Sensitivity" as the theme for its booth, where it displays two World Premieres destined for Asian markets: the "HYPER125" and "FIERCE125." Both are produced at the new Taiwan factory, the centerpiece in its Asian strategy just completed this spring.

The design and styling that are pure Italian, however, and the models are just the right size to fit on Japanese roads.



FIERCE125 (left) and HYPER125 (right)



## Chiba Prefectural Police Corner Fun, educational exhibits for "safe families"



Lifestyle Park in the West Rest Zone has lots of events and facilities designed to be fun and educational for the whole family.

The first thing to catch your eye will probably be the "seat belt convincer," where you can experience crashing into a wall at 5 kph (the speed of a slow-moving bicycle) and experience what the shock is like. Even at 5 kph with the seat belt on, people exclaim their surprise at how sharp the shock can be. "What would it be like at 100 kph?" they ask themselves, convinced of the importance of buckling up.

Next to the convincer is the "Smile," a simulator that tests your driving safety aptitude. It's a good opportunity for dad to check if his technique is up to par.

Right next to that on Saturdays and Sundays is the "Children's

Drivers License" booth where children can receive their licenses and borrow police uniforms.

The idea is to teach about how cars and police interact and to give children a chance to get to know the police officers responsible for keeping traffic safe. The licenses look like the real thing: laminated cards with the child's address, name, age and photograph (taken at the booth).

Children don police uniforms and pose in front of the patrol cars, sidecars and police motorcycles on display, mugging for their parents' cameras at what has to be one of the more heart-warming scenes of the show. The Prefectural Police Band performs to further enhance the festive mood.



## Special Viewing for Elementary and Junior High School Children 2,557 children from 29 schools, up from last time



What could be better than a drivers license and Hello Kitty?



The Tokyo Motor Show has expanded the scope of its special viewings for elementary and junior high school children, offering the opportunity not just to schools in the vicinity of Chiba city but to any school in Chiba Prefecture, and as a result has attracted 2,557 children from 29 schools, up from the previous show (2005). The viewings are staggered throughout an eight-day period. For example, on November 5, the Chishiroadai Asahi Elementary School in Chiba City brought 61 fifth-graders who viewed the show in 12 groups. When asked why they decided to come, Teacher Kimiyoshi Kobayashi said, "We wanted the children to experience the auto industry for themselves as part of our extracurricular learning because it is such an important part of Japan," and then went on, "Our kids aren't from the city and are a little taken aback by all the glitz." Still, after lunch, a group led by student Sana Tachibana headed straight for the JAF booth. They were thrilled to receive children's drivers licenses and Hello Kitty goods after answering the traffic safety quiz.

## VISITORS INTERVIEW

来場者に聞く



Mr. Nobuyoshi Hanazawa  
(Honda Higashi Elementary School, Chiba City)

## More hands-on events for kids

"There are lots more eco-cars this year," says Mr. Nobuyoshi Hanazawa, a teacher who led a group of 131 fourth and fifth graders from the Honda Higashi Elementary School in Chiba City. This is the second time that the school has taken advantage of the special viewings. Mr. Hanazawa explains, "We have been designated as a model environmental school by the Chiba City government, so we're emphasizing environmental education. We are just at the point in the fifth grade social studies curriculum where we cover automobiles, making this is a great opportunity for them to study cars up close. We believe in experience over theory." He does have one request, however, "I wish there were more hands-on learning events for children."



## Two feature films communicate the dream, fun and splendor of cars

For the landmark 40th Tokyo Motor Show 2007, there are two films offered in the International Conference Hall on the 3rd floor (Room No. 302). Both are designed to communicate to visitors the dream, fun and splendor of the automobile. Produced by the Japan Automobile Manufacturers Association, the films are offered on continuous loops during the mornings (10:40-12:25) and afternoons (13:10-17:35, extended to 18:35 on Saturdays and holidays) right through the final day of the show on the 11th.

For the first, "Cars of the Future, as Seen through 'Information,'" Science Producer Denjiro Yonemura is your guide through the advanced safety and environmental technologies on Japanese cars. The second is a documentary entitled "The Car Manufacturing Challenge - the Story of the 5th Student Formula SAE Competition of Japan" that follows the sweat, tears and joy of student teams spending a year building their own racing cars. The two films require a total of about 45 minutes to view and have been well received by visitors who come out of the mini theater, some calling them "heartwarming masterpieces." that communicate the world-class technology in Japanese cars and the passion for manufacturing behind it.



## Tokyo Electric Power's "All-Electric Information Station" lets you see, hear and touch for yourself



The booth is located in Yasuragi Mall between the West and Center halls. In addition to two electric vehicles, the "i MiEV" jointly developed with Mitsubishi Motors and the "R1e" jointly developed with Fuji Heavy Industries, the company also has a new "All-Electric Information Station" that lets you see, hear and touch an "all-electric life" for yourself. Featured here are items



from its well-known "Switch! The design project" series, and advisors are on hand to show you how best to choose and use electrical products like IH (induction heating) cookers that bring new safety to the kitchen.

The booth also reminds people that "cars are part of an all-electric life" by parking/storing a "COMS" electric vehicle from Toyota Auto Body in the living room. One of TEPCO's aims is to advertise the "EcoCute" series of heat pump-based home hot water heaters that make use of natural cooling media (CO2). The units are already in an estimated 1 million households, and the booth staff says that Tokyo Motor Show visitors have been "very interested" in them.

Today's EVENTS  
9-Nov-07  
(Fri)

### < 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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