

The 40th 第40回東京モーターショー2007

TOKYO MOTOR SHOW 2007



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未来に、
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Catch the News,
Touch the Future.



Car User Meeting with Chairman Cho

Tokyo Motor Show Symposium 2007

Let's Talk on the Dreams, Fun and Splendor of Automobile!



<Participants>

- General public representatives: 30
- Panelists: Fujio Cho (Chairman, Japan Automobile Manufacturers Association); Makiteru Ishikawa (motor journalist); Kaori Manabe (entertainer)
- Moderator: Manabu Akaike (President and CEO, Universal Design Intelligence)
- Organizer: Japan Automobile Manufacturers Association

Held November 8

Anticipation for car-making rooted in Japanese culture

As he took the stand to give the opening remarks, Chairman Fujio Cho told the audience, "I am excited to hear what the members of the general public have to tell us. Let's talk on the Dreams, Fun and Splendor of the Automobile!"

The meeting was held in the International Conference Room on the 2nd floor of the International Conference Hall at Makuhari Messe. On stage with the chairman were 30 members of the general public selected from among those who applied in advance to participate. This is the first time that the Tokyo Motor Show has tried to have a direct dialogue between motor fans and top industry executives.

Interest and enthusiasm were high both in the hall and onstage as Mr. Akaike moderated and led the discussion between the three panelists, including Chairman Cho, and the 30 car users. There were four main topics on the agenda, including "Do you think cars bring more fun and dreams to your life?" and "What are you looking for in the cars of the future?" The moderator asked, "What kind of car would you like to drive and what are your criteria for choosing a car?" and Chairman Cho listened very intently to the impressions and

opinions of public representatives as well as both Mr. Ishikawa and Ms. Manabe from the panel. The chairman gave a careful and understandable explanation of what manufacturers are doing and the kinds of hurdles that they face.

On many occasions Chairman Cho expressed sympathy and agreement for the comments made by the general public representatives. "When I first joined the company, my wages after taxes were 8,000 yen a month, which was not nearly enough to buy my own car," he said. "I'd borrow a 'Publica' from one of the older guys at the company and drive it from Toyoda (the location of the head office) to Nagoya for a cup of coffee. And as I drove, it felt as though my world had opened up." Many in the audience could be seen nodding in agreement as he related this episode from his early career.

As the meeting concluded, Chairman Cho said, "I have really sensed how great your expectations are and how deep your love is for the automobile. We manufacturers need to create cars that are exciting, that give you energy and dreams. We need to convey the fun, the convenience and the breadth that they can bring to your world, to make sure that automotive culture puts down roots in Japan. Expect great things from us." The meeting ended at 4:00 on this powerful note.

(Related story p. 4)

Technologies in the forefront of automotive evolution

It is not just the finished-vehicle makers who are responsible for the evolution of the automobile. The North Hall, West Hall and Tire and Audio Hall feature exhibits of the parts that are so vital to car-making: helping vehicles achieve the "sustainable mobility" goals of environmental performance, energy conservation and safety; bringing new fun and attraction to vehicles; and laying the foundations for innovative automobiles far into the future. Tokyo has attracted the kind of broad exhibit you would expect from an international motor show, with a total of 183 companies, 4 governments and 1 organization exhibiting parts, headlined by 95 World Premiere technologies and 37 Japan Premieres.

Environmental technologies



Environmental technology is the focal point in automotive innovation, and the key challenges are to reduce CO2 emissions and conserve resources. Component technology exhibits cover a wide range of fields, including engines, transmissions and tires.

Looking first at engines, **Denso** and **Hitachi** display electric variable valve timing control systems that improve efficiency at both the intake/exhaust stage and the combustion stage of gasoline engines. There are also a number of new diesel technologies. **Toyota Industries** exhibits its latest V8 diesel engine unit; Denso and **Bosch** show common rail systems; and **Tokyo Roki** displays its DPF and urea SCR systems.

Many of the technologies seek to reduce the internal mechanical loss of engines. **Riken** and two other piston ring companies offer DLC-coated piston rings; **Fuji Oozx** has ultra-lightweight valves; **Mahle**, lightweight pistons. All of these technologies claim significant improvements in engine efficiency. Alternative energy technologies are on display as well, for example, **Keihin's** ethanol injectors for use in bioethanol vehicles.

Domestic companies exhibit a wide range of hybrid technologies like Toyota Industries' Plugin Hybrid Charger. Equally impressive is the new emphasis being placed on this segment by the foreign companies. Bosch, for example, has a reference exhibit of its new hybrid system.

Transmissions are another category where lots of technologies can be seen. For example, **Aisin AW** shows off its newest eight-speed automatic transmission, while **Jatco** exhibits a lightweight, low-cost seven-speed automatic trans-



The latest automatic transmissions at the Aisin AW booth



Toyota Industries' Plugin Hybrid Charger



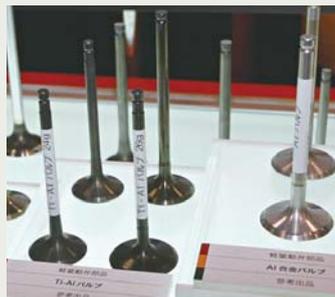
The Bosch hybrid is ready for mass production



Michelin's Energy Saver



Toyota Boshoku has bio interior materials



Lightweight valves are a key to better fuel economy



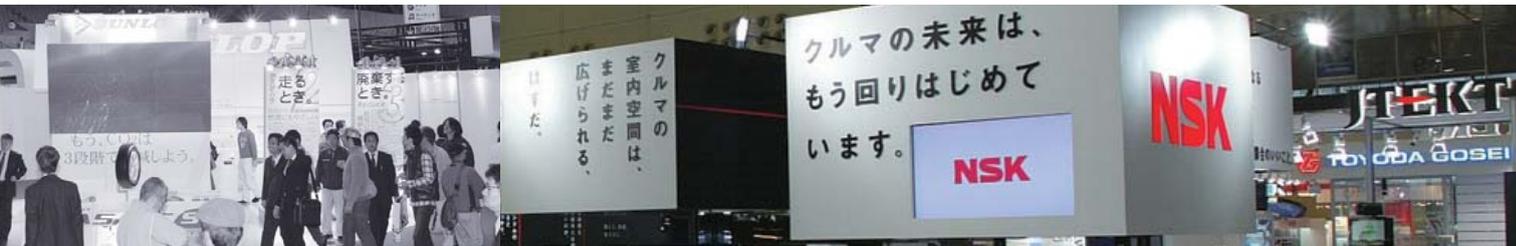
Schaeffler's Dry Double Clutch



NSK's Independent L/R Toroidal CVT

mission that will be commercially launched in the near future. **NSK** provides demonstrations of its next-generation toroidal CVT. To boost the performance of existing transmissions, **Schaeffler Group** provides a dry twin clutch that improves the efficiency of mechanical automatic transmissions, while **Aisin Chemical** exhibits a high μ s wet friction material for better automatic transmission efficiency.

In tires, **Michelin** and **Bridgestone** have new types of energy-efficient tires that dramatically reduce rolling resistance while boosting performance, particularly under wet conditions. **Yokohama Rubber** has a new generation of tires for hybrid vehicles that are made up of 80% vegetable oils for a significant reduction in the amount of petroleum rubber used. The suspension segment is reducing energy consumption and moving away from petroleum, as can be seen from **KYB's** reference exhibit of environment-friendly, oil-free dampers.



Safety technologies



A large number of companies have proprietary safety technologies on display at the show. The next generation of stability control systems try to keep the vehicle safe no matter what the conditions. Among the advanced components are a steer-by-wire system and a tire force sensing hub unit from **JTEKT** and **NSK**, and hub bearings with high resolution rotation sensors from **NTN**. In braking systems, **Brembo** has a stand-alone exhibit of the unit used on Nissan's new "GT-R," and **Akebono Brake Industry** proposes a powerful 12-piston, 2-disk brake unit.

Cameras try to expand the driver's field of vision. For example, **Ichikoh Industries'** rear guidance camera uses prisms to vastly expand the downwards field of vision; **Matsushita Electric Industrial** offers a full-periphery camera. Among the advanced safety systems are Denso's next-generation image processing system that has the capacity and processing speed to identify even complex road signs and **Mitsubishi Electric's** Millimeter-wave Radar. In contrast to these high-tech offerings is **Yazaki's** simple camera that can be retrofitted on cars and detect inter-vehicular distance.



JTEKT's steer-by-wire system



The brakes for Nissan's GT-R



NTN's next generation of hubs with sensors



Numerous integrated safety systems



Matsushita Electrical Industrial's full-periphery camera



Johnan displays the hood pop-up system used on the Nissan GT-R



Denso's image recognition system is surprisingly accurate

There are also advances taking place in passive safety technology. **Johnan Mfg.** has a pop-up hood system to protect pedestrians. **Toyota Gosei** has received attention for its grill and hood airbags.

Along with these individual technologies, "total safety solutions" are attracting notice for their ability to avoid dangers once they are detected and continue to protect passengers after collisions. These tend to come from the comprehensive parts companies, who make a strong case for their product development capabilities. Examples include **Continental's** "ContiGuard" and **Siemens VDO's** "Intelligent Passive and Active Safety (IPAS)."

VISITOR INTERVIEW

来場者に聞く



Ms. Izumi Seto

"The cars, the music, the guys, they're all super cool!"

I like to keep up with the latest fads, so I have been looking at all of the really talked-about cars like the GT-R and Lexus. It seems like this year's Tokyo Motor Show is easier to get around. There's more space and the lights are brighter. There are lots of restrooms and places to sit, so it's not very tiring either.

More of the booths seem like they are paying attention to their background music. The club house techno euro beat by the live DJ (Andy Newcombe from London) at the Mini booth was great. I was dancing like everyone else. At the Audi booth, it wasn't just a show, there was this incredibly good-looking guy hanging around next to the cars. We were all talking about him.

Car User Meeting with Chairman Cho Let's Talk on the Dreams, Fun and Splendor of Automobile! Opinions from general public representatives



Cars with more personality and variety

The 30 representatives of the general public who participated in Chairman Cho's Users Meeting were chosen to provide a balance of views: middle-aged women, senior males, young men and women. The panel consisted of a somewhat unusual combination of Fujio Cho, Chairman of Japan Automobile Manufacturers Association, Mr. Makiteru Ishikawa, an extraordinarily knowledgeable motor journalist, and Ms. Kaori Manabe, an experienced entertainer and television science show host.

Participants were asked to address four topics: "Do you think cars bring more fun and dreams to your life?" "What have you enjoyed best about having a car?" "What are your criteria for selecting a car?" and "What are you looking for in the cars of the future?" The conversation really heated up when it got to the topic of how people choose the cars they want to purchase and ride. Most of the men choose sedans because of their stability, while women prefer flashier sports cars and convertibles.

Mr. Ishikawa commented, "It is increasingly women who have the final say in which cars are purchased. Manufacturers need to think not only about cars that are geared towards women but about cars that women want their husbands and boyfriends to drive." There were also concerns that cars were no longer distinctive, noting that if 100 kindergarten children were asked to draw pictures of cars, 98 would draw either minivans or one-box cars. The more mature users expressed a bit of nostalgia of that the cars in the past had more "joy and dreams" associated with their ownership and use. One of the younger drivers expressed dissatisfaction at the declining number of manual transmission vehicles available.



Chairman Cho: "I'm looking forward to hearing your opinions."

Discussions of the cars of the future were humorous and pleasant as people talk about their dreams of vehicles that could provide air, sea and land mobility, or that would change their body color according to the driver's mood. One of the young people suggested a car that would make the air cleaner the more you drove it, and Mr. Cho, who is also the chairman of Toyota Motor, immediately responded, "Our president says the same thing." Ms. Manabe made an alarming (?) suggestion that there should be a fully automated car that you can drive even if you are drunk.

During the discussion, the moderator, Mr. Manabu Akaike (President and CEO, Universal Design Intelligence) asked the panel and the audience if they had "dreams" for cars, and the overwhelming majority responded that they did. The most vivid impression from the meeting was the desire on the part of consumers for cars that are more distinctive and varied to make those dreams come true.

EVENT

Today's EVENTS
10-Nov-07
(Sat)

< Life Style Park (West Rest Zone) >

- **JAF Road Service Demonstration**
10:45~11:15 / 14:30~15:00
- **Police Motorcycle Demonstration**
11:30~12:00 / 13:45~14:15
- **Double Dutch**
12:15~12:45 / 16:15~16:45
- **Trial Demonstration**
13:00~13:30 / 15:30~16:00

- **Symposium**
2nd Beautiful Japan:
"Enjoy Smart and Comfortable Driving!"
14:00~16:10
(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**
10:00~19:00 (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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