

The 40th 第40回東京モーターショー2007

# TOKYO MOTOR SHOW 2007



## News vol.19

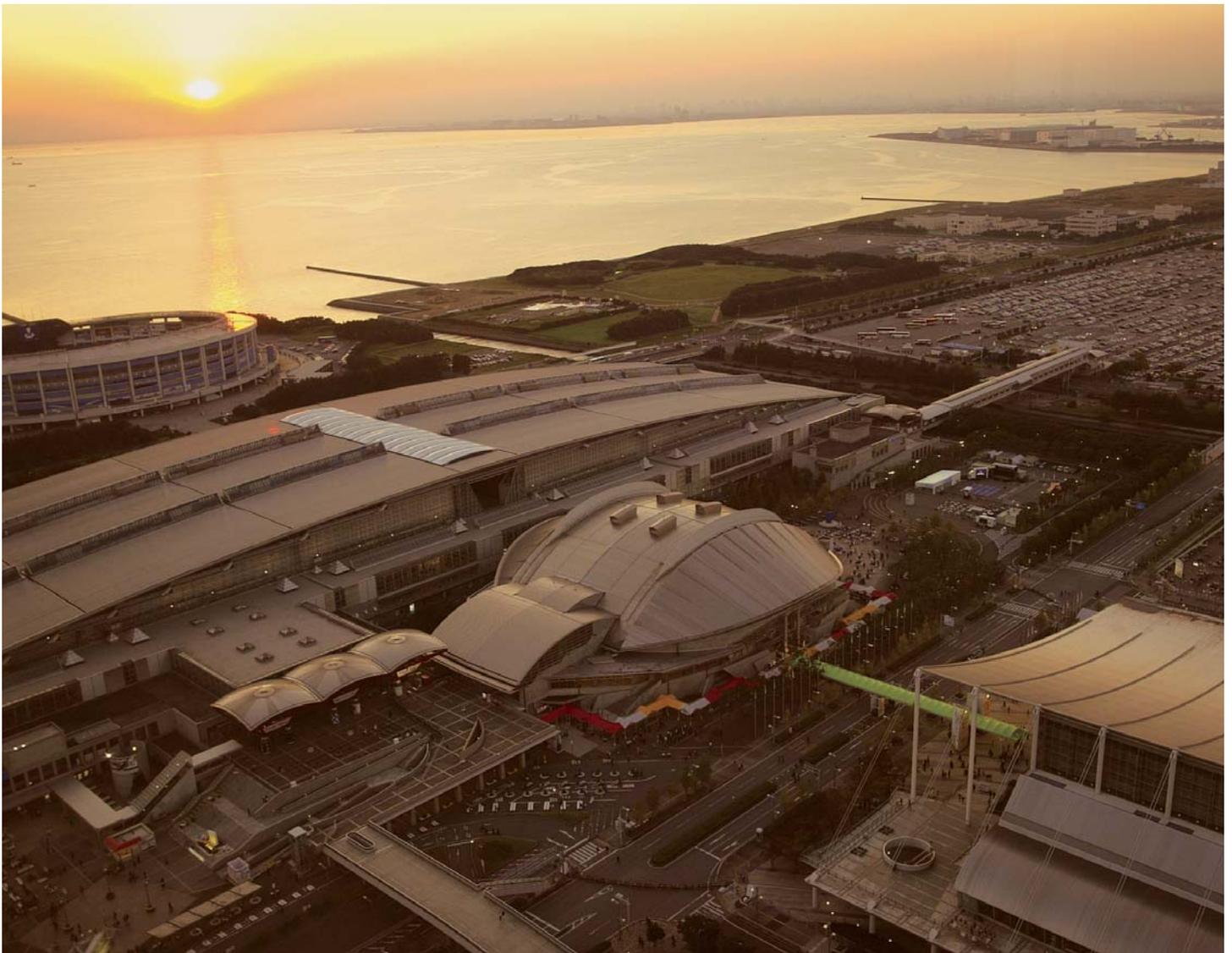
November 12, 2007

世界に、  
未来に、  
ニュースです。

Catch the News,  
Touch the Future.



## — 17 Days of Enthusiasm and Excitement — The 40<sup>th</sup> Tokyo Motor Show Closes



The 40th Tokyo Motor Show 2007 (Organizer: Japan Automobile Manufacturers Association, Inc.) closed its doors at 7:00 p.m., November 11 after 17 days of enthusiasm and excitement from October 26 at Makuhari Messe, Chiba. The show attracted a total of 1,425,800 visitors.

The show's main theme this year was "Catch the News, Touch the Future" and the new combined format marks the first time in 10 years that Tokyo gathered all segments of the automotive industry—passenger cars, commercial vehicles, motorcycles, vehicle bodies, parts and machinery—to a single venue. A total 4 governments, 1 organization and 241 companies from 11 countries and 1 region (including Japan) exhibited

at the show, bringing with them 180 premiere models. Exhibits focused on advanced environmental and safety technologies, innovative designs, and new forms of fun and comfort for the automobile, creating a colorful spectacle that won the hearts of motor fans.

A wide range of audience-participation, hands-on events brought new fun and entertainment for visitors. Highlights included five different test ride offerings, the largest number ever, as well as more programs for children. Events proved even more popular than last year and played a leading role in bringing the milestone 40th Tokyo Motor Show 2007 to success.





seeking to achieve sustainable motorization by incorporating advanced environmental and safety technologies while in no way skimping on the automobile's essential values of fun and comfort. Visitors were particularly interested in the commuter vehicle concepts that bring new ideas and approaches for the cities of the near future. It is also worth noting that five of the World Premieres were commercial vehicles and four were vehicle bodies, a feature that only the new integrated format could bring.

Meanwhile, many booths also highlighted market-available vehicles and new models soon to be launched in an effort to reinvigorate the domestic market.

Audience-participation, hands-on events are among the hallmarks of the Tokyo Motor Show and helped to reconfirm for a broad range of visitors the essential "Dreams, Fun and Splendor of the Automobile."

Visitors had a selection of five test rides to choose from with the addition of the Safe Driving Test Ride and the 4 x 4 Adventure Test Ride to the traditional Clean Energy Vehicles Test Ride and others. A total of approximately 30,000 participants were able to take advantage of this extremely popular feature. Helping to bring new energy to automotive culture was the symposium series, featuring a dialogue between JAMA Chairman Fujio Cho and the general public on the attractions of cars, and also hands-on learning experiences for children and a number of new entertainment programs.



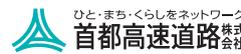
## The 40th Tokyo Motor Show Data File

Visitors	Press Days	14,300
	General Public Days	1,425,800
Test rides	Commercial Vehicles Test Ride	9,767
	Clean Energy Vehicles Test Ride	10,841
	Safety Experience Test Ride	932
	4 x 4 Adventure Test Ride	8,252
	Kids Motorcycle Sports School	513
	Total test ride participants	30,305
	Symposium Participants	3,070
Clean Energy Vehicle Classes for Children and Parents	1,528	
Car Modeling Experience Classes for Children	218	
Special Viewing for Elementary and Junior High School Children	2,557 (29 schools)	
Slot Car Circuit	4,534	
Mini Theater	5,670	
Blood donors	2,611	
Bone Marrow Donor registrations	703	

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## The 41st Tokyo Motor Show Announcement

Name:  
**The 41st Tokyo Motor Show 2009**  
(name tentative)  
Sponsor:  
**Japan Automobile Manufacturers Association, Inc.**  
Show period:  
**Fall, 2009**  
Venue:  
**Makuhari Messe, Chiba, Japan**

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## Editor's Notes

The milestone 40th Tokyo Motor Show 2007 marked the launch of the first new format in 10 years, bringing together all categories—passenger cars, motorcycles, commercial vehicles, vehicle bodies and parts—to a single venue. This is the first format change to the show since 1997 (the 32nd show).

In addition to exhibits of advanced products and technologies, the show featured a wide selection of symposiums and special audience-participation, hands-on events to provide visitors with the full experience of the dreams, fun and splendor of the automobile.

I believe we successfully achieved our vision of the Tokyo Motor Show as a “compact exhibit delivering the world’s highest quality information.”

Through the Motor Show News we have tried to give you different angles on the variety of products, technologies and events at the show, and also the reactions of our audience.

We hope you will look forward to further evolution for the Tokyo Motor Show as a forum bringing together the world’s best and most watched products and technologies and for encountering cars that excite, thrill and attract.

Isao Tanaka, Director, General Manager of Secretariat  
**Japan Automobile Manufacturers Association Inc.**

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Production Printing Division  
TEL. 03-5205-7820  
URL. <http://konicaminolta.jp/pr/odp>

The 40th  
**TOKYO MOTOR SHOW 2007**  
November 11: **121,300** visitors  
Total: **1,425,800** visitors

**Tokyo Motor Show News Vol.19 November 12, 2007**

Publisher: Public Relations Office  
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