

Some visitors who came in their cars on the second day of the show were delayed due to an accident between Shinkiba and Urayasu on the Wangan highway. Nonetheless, thanks to another beautiful day, the exhibition areas were filled end to end from the morning. With it being Sunday, many young people and families with strollers were in attendance. From today, this daily will begin to introduce some of the exhibitors at the show.

Turning the Future into Reality

Promoting the essence of pleasure



Paralleling its TV commercials, Toyota's main theme is "Driving the Future". Toyota introduces technology that is an amalgam of economy, safety, ITS, and driving pleasure.

Like the last show, Toyota is presenting 14 reference models, but this time the excitement is buzzing because of the possibility some may go to production depending on the popularity they generate.

The Lexus Sport Coupe, with its European designed exterior, and the next-generation sporty NCSV are on display in a round, night club-like exhibit where the floors vibrate with sound and the curved walls come alive with spectacular video. The NC250 compact premium sedan displayed at the last show, soon went into production as the Prius and Progres. It is clear visitors will expect this again.

Young visitors in particular were asking exactly when the WiLL Vi will go to market and at what price. WiLL is the name of an inter-industry marketing project. This car, with its distinctive cliff-cut silhouette, will hit the market early next year along with the three Vitz based models.

Joining the Prius hybrid is the near-production mid-sized HV-M4 minivan. This new hybrid vehicle has a motor in front and back making it the first 4WD hybrid. It is also characterized by its ITS (Intelligent Transport Systems) and flat floor.

The Origin was developed to commemorate Toyota's production of 100 million vehicles and is based on motifs of the first Crown. Meanwhile, the mid-ship MR-S sports car, which went into production just before the show, is attracting many of those more interested in production cars.

In the technical information corner, many visitors looked at the fuel cell system display which is competing with the DaimlerChrysler, Ford and Ballard Power Systems alliance. What grabbed the attention of both foreign and domestic engineers is that although Toyota is going to adopt pure hydrogen as a fuel source, it is also displaying methanol related devices to be used during a transition period.



HV-M4, turning the future into reality



The Origin, commemorating 100 million Toyota vehicles produced



Visitors enjoying Toyota's multimedia extravaganza

Eyes of a Foreign Journalist The Impressive R&D of Japanese Manufacturers

(No.2)

Jutta Krause

Hannover Allgemine Zeitung

This is my second time to visit the Tokyo Motor Show. Compared to last time, overall quality has improved, including the organization and contents of the displays. As for the German makers' booths, there aren't any surprises since it's only been a few weeks since the IAA. I did find the Japanese booths very interesting because of their advanced R&D systems. I also appreciate the press center, which has a lot of equipment available. Hannover Allgemine Zeitung has a circulation of 45,000, with the majority of readers between 40 and 60 years old. It sounds a little bit conservative, doesn't it? We are devoting two pages to the Tokyo Motor Show in next Wednesday's and Saturday's editions.



Variety - from "the" Sports Car to near-future vehicles DaimlerChrysler (Mercedes-Benz)

This booth is always bustling with visitors here to see the variety of vehicles on display, from high-end S and CL class autos to a compact A class model, each with its own character.

At the top of the power chain is the Vision SLR Roadster, which is constantly ringed by people trying to see this beast of a sports car. While it is not scheduled for release in the Japanese market, the possibility still remains.

Another vehicle of interest is the state-of-art technology fuel cell propelled NECAR. This vehicle is still only a study model, but the entire power train runs under the flat floor allowing a wide passenger area. Of course, the familiar A class, C class and E class vehicles are also attracting much attention.



A 4th generation fuel cell system squeezed into an A class body

A full line of V8 monsters on display AMG



AMG is Mercedes-Benz's in-house hot-rod shop, and the S55 is its newest and strongest creation, a souped-up version of the Mercedes S class sedan. The S55 is powered by a 5438cc V8 gasoline engine. This lightweight SOHC powerplant is very tunable, and AMG will use it exclusively in all

The 360 hp S55 engine

of its Mercedes modifications.

AMG versions are also famous for their gorgeous interiors, and the S55, especially, is considered as the ultimate goal in car ownership by many.

Unveiling of a Top Selling "New Edge Design" Ford Motors

Many eagerly await the Focus' scheduled entrance into the domestic market next spring. The Focus seems to be far more powerful than last show's popular Ford attraction, the Ka. The stellar success of the Focus is the result of Ford Europe's refined "New Edge Design"

Ford has two more secret weapons. One is the 021C, a 3 box sedan with very short front- and rear-end overhangs. The 021C's innovative exterior and interior have been attracting much attention.

Second is a liquid methanol fuel cell vehicle. This vehicle has the same power source as the NECAR. Hydrogen is extracted from readily available methanol, which is easy to handle and produces very low emissions. The layout of the interior is also similar to the NECAR.



The very popular and compact Ford Focus

Topics **Daycare Center Frees Parents to See Show**

On weekends, the daycare center on the first floor of the Theme Hall is a busy place. The center takes care of preschool children from ages 3 to 6. There is a room for nursing, and a bedroom for naps and changing diapers. Especially around noon, the center fills and it might take a few minutes to get in. The room, where children can play for two hours under the careful supervision of kindergarten teachers while their parents take in the exhibits, is 130 m². Parents seem very pleased often remarking, "This really helps."



Children's Paintings Gallery

As one of the usual events at the Tokyo Motor Show, the children's paintings gallery has become very familiar. More than 3,100 paintings are on display in the Central Mall and the Central Entrance Hall on the second floor of the International Exhibition Hall. Many families stop to look at the vivid paintings. The paintings were made by kindergarten children with support from Chiba City, Chiba Prefecture and the Chiba City Kindergarten Association.

Oct. 24th attendance:
135,900
Attendance to date: 287,600