

In spite of the recession in Japan and today's rainy weather and strong winds, interest in automobiles seems to remain high as the number of visitors increased once again. Though the interior exhibits were somewhat crowded with everyone trying to avoid the rain, visitors were spread evenly throughout the show and everyone was able to move smoothly.

## Fly Like the Wind in a New "SUW" MITSUBISHI MOTORS

### Yearly market releases from 2000

One of the strong points of the Mitsubishi booth, is how efficiently visitors can move around. Since the booth did away with two-tiered construction and instead implemented a long, gently rising sloped design, many visitors have mentioned that it makes seeing the exhibits easier.

The eco-friendly GDI series of engines are prominently displayed to help further enhance brand recognition and introduce visitors to Mitsubishi's people- and environment-friendly technologies. The overall theme is "Smart & Ecology", and there are 15 reference vehicles, rivaling Toyota's booth and showing the aggressive attitude of Mitsubishi at the Tokyo Motor Show.

SUW (Smart Utility Wagon) is Mitsubishi's product design philosophy and is introduced by three concept cars: the Advance, the Compact and the Active. The Advance is a hybrid with a 1.5 liter GDI engine and a small motor, and gets 31.5 km per liter. Its soft-shape silhouette, with ample fenders both fore and aft, is making a strong impression with the young female visitors.

The SUW series of vehicles will be a major part of Mitsubishi's line-up, and will be released to market on a yearly basis. The Advance is scheduled for roll-out at the end of this year, and all SUW models will be out by 2003.

Besides the Advance, a second SUW to go to market soon is the Dion, which will follow the Dingo. The 7-passenger, 2 liter GDI equipped Dion will go on sale early next year and the "Coming Soon" sign posted in front of the car has generated a great deal of interest. Many visitors are also taking pictures of the Pistachio in-town mini.

The Pistachio can get 30 km per liter out of its 1.1 liter GDI engine. Also on display is a component of the MFCV, a fuel-cell vehicle jointly developed with Mitsubishi Heavy Industries and slated to go to market in 2005. Also in the technology section, a cut-away model of the GDI engine coupled to a GDI 4 series powertrain have been drawing many male visitors. Many visitors are also climbing into the New Pajero.



The viewing ease of the Mitsubishi booth



The next-generation "SUW", the Advance



The Pistachio town car, coming soon



### A Booth with Class

Beautifully clear soprano voices reverberate from the Mitsubishi booth eight times a day. These come from Bulgarian opera singers Milena Ognyanova Georgieva and Alena Ivanova Dantcheva. Milena, well known as the "Jewel of Bulgaria", is an opera singer in Vienna, while Alena is a stage singer of baroque music, mainly in Italy and France.

While opera at an auto show at first seems out of place, Milena noted, "the booth is like a small outdoor opera stage. The sound is good and the atmosphere is fantastic." Alena also said, "this is my first experience singing in front of an audience so close like this. I really enjoy the interactive feeling." On Oct. 22nd, the audience was none other than Prime Minister Obuchi.

On Nov. 8th, a Japan-Bulgarian friendship charity concert, "Milena and Alena, a night for beautiful opera", will be held at the Yokoyama Museum Music Hall.

## A Reputation for Heritage and Design

DaimlerChrysler (Chrysler)

By driving up its brand appeal, one of America's best selling cars, the Neon, promises to continue to make headway in the Japanese market. Visitors can clearly see the Neon has improved in quality. The most popular exhibits here though, are the segment busting, retro-styled PT Cruiser and the massive, cutting-edge Jeep Commander, the world's only full time 4WD fuel-cell powered vehicle.

The PT Cruiser has been generating intense interest with its "modern classic" design, satisfying both those who long for the past and those who look to the future. The new model Jeep Grand Cherokee is also on display. Its strong 7-slot grille and attractive styling have been well accepted among visitors.



The "modern classic" style of the PT Cruiser

## Extraordinary Personality and Advancement

Audi

The Audi TTs' reputations are making it a real challenge to get to these cars through the crowds around them. There are two TT models, a 2+2 coupe and a 2 seat roadster. Both have turbo charged, horizontally mounted, 1.8 liter engines which can put out 225 hp, the full time 4WD Quattro System and six-speed manual transmissions. The combination of small bodies, roughly four meters long, and powerful engines ensure these cars will have a powerful presence on the road.



The clean lines of the popular TT coupe (left) and TT roadster (right)

Based on the enthusiastic response of visitors, this segment of the auto market may be poised for takeoff.

On the main stage, many visitors focused their attention on the R8R racer which took 3rd and 4th place at this year's Le Mans. Next to this spectacular car are two high performance premium S marque sedans. One, the S6, has a highly tuned 4.2 liter V8 from the Audi A8 and the Quattro System. With its combination of stylish design and a powerful engine, the S6 is the ideal passenger car and is getting much attention.

## Celebrating the 100th Anniversary of an Italian Leader

Fiat



The new Punto comes in both 3-door and 5-door models

A top selling compact in Europe, the Punto has been totally redesigned for the first time in its history. The new Punto, announced in Europe this July, can already be seen here in Japan at the Tokyo Motor Show. With a refined interior, improved utility and greater comfort, the new Punto is a fitting auto for the 100th anniversary of Fiat and has enough charm to grab visitors' attention as they pass by. It should be very interesting to see if the new Punto can rise to the top in the highly competitive Japanese sub-compact market.

The other brand in the Fiat booth is Alfa Romeo. In the Alfa booth, visitors' eyes seem drawn to the flagship Alfa 166, a 4-door premium saloon that just jumped into the Japanese market this summer. Fiat's big hit of the last show, the excellent selling Alfa 156, is back again and still peaking people's interest.

Oct. 27th attendance:

88,300

Attendance to date: 541,800

## Today's Special Guests

(In no particular order)

Benchapa Krairiksh,  
Wife of the ambassador from Thailand  
Air Chief Marshal Siddhi Savetsila,  
Privy Councillor, Kingdom of Thailand

Fumi Aoyama, Member of House of Representative  
Akira Matsu, Member of House of Councilors  
Kouji Morimoto, Member of House of Councilors

## Topics (No. 6) *Child Seats Draw Attention*

From April, children under 6 years of age will have to be buckled in a child safety seat, explaining the great number of families with young children visiting the child seat exhibit. A variety of models are on display, including a model that can accommodate newborns to 6 year olds and another that was produced in cooperation with Pininfarina.

Young families were sitting their babies in the seats and earnestly listening to presentations and asking questions. For the makers, they realize that an enormous market, basically equal to the number of children in that age range, is going to appear in April.



## *Roof Keeps Visitors Dry*

Up until the rain fell today, the weather had been beautiful. In the afternoon when the rain turned heavy, visitors were protected in their walks between the North and Event Halls by the connecting roof that was built for the 30th Tokyo Motor Show in 1993. The roof was not only built to protect visitors from rain, but also to improve the sense of connection between the two halls. 230 m in length and 5.6 m at its widest point, visitors were able to move between the two halls without getting wet, though some were overheard to say, "I wish I could get to the station without getting wet."

