

August 5, 2003

Newsletter to Exhibitors

Tokyo Motor Show Department
Japan Automobile Manufacturers Association

37th Tokyo Motor Show – Passenger Cars & Motorcycles – (2003)
Request for Press Documents and Exhibit Information
(Passenger Cars / Motorcycles / Carrozzeria Section Exhibitors)

To: All exhibitors of passenger cars, motorcycles and carrozzeria entries:

We would like to request the following materials from you, which will be used to create documents distributed to the press on Press Day and kept on hand at the Press Center. We would also request that you affix the "World Premiere" and "Japan Premiere" marks (see below) to all applicable publicity documents.

1. Exhibitors' Highlights (Japanese and English)

We will produce a booklet called "Exhibitors' Highlights" for distribution to members of the press. The purpose of this booklet is to provide an introduction to each of the exhibits. It will contain materials produced and input by exhibitors that will be bound together by JAMA for distribution on Press Day. We will also distribute the "Exhibitors' Highlights" booklet to members of the Automotive Industry Press Club and to the four major Japanese newspapers (Asahi, Mainichi, Yomiuri and Nikkei) after the press embargo is lifted on October 15.

1) Coverage

All exhibitors of passenger cars, motorcycles and carrozzeria entries

2) Content

(1) Exhibitors' Highlights

1. Exhibit concept and theme
2. Exhibit features (exhibition methods etc.)

(2) Vehicle highlights

1. Reference exhibit details (name, specs, features, photographs, etc.)
2. Technical exhibit highlights
3. List of vehicles on the market (names of all vehicles)
4. "World Premiere" and "Japan Premiere" marks



World Premiere and Japan Premiere Exhibits

Definitions:

"World Premiere" exhibits are exhibits that are first shown to the world at the Tokyo Motor Show.

"Japan Premiere" exhibits are exhibits that have been seen at motor shows in other countries but are making their first appearance in Japan at the Tokyo Motor Show.

Decisions: The decision to affix "World Premiere" and "Japan Premiere" designations is entirely at the discretion of the exhibitor.

Logo data can be downloaded from the Exhibitors Page of the Tokyo Motor Show web site. To access the Tokyo Motor Show web site, go to the top page (<http://www.tokyo-motorshow.com/eng/>), click on the "Exhibitors" link and when prompted, enter the user name "exhibitors" and password "20031024." After logging in, find the "Premiere Logo Mark" data download link and download the file. Please use the 10 mm x 10 mm size.

Please remember to include the premiere marks in the other publicity material besides "Exhibitors' Highlights," for example, the "exhibit list," "company press releases," "visitor pamphlets," and "vehicle spec boards."

3) Data Specs:

Please submit data electronically as Adobe illustrator files.

- (1) A4 paper (210 mm wide x 297 mm long), portrait orientation, Japanese writing horizontal (not vertical), monotone.
- (2) Space allocations in the booklet are determined by the exhibition space:
 - 1,000 m² or more: Up to two A4 sheets front and back (total of up to 4 pages)
 - Less than 1,000 m²: Up to one A4 sheet front and back (total of up to 2 pages)
 - Carrozzeria: One A4 sheet, one sided (total of 1 page)
- (3) Create separate files for Japanese and English language versions.
- (4) Use your company name as the filename (for Japanese files, use single-byte alphabet).
- (5) Refer to the enclosed sample for format and fonts.
 1. We will create the "Tokyo Motor Show" banner at the top. Exhibitors are responsible for everything below.
 2. Margins: Top 17 mm, left 20 mm, right 12 mm, bottom 10 mm.
 3. Use a 12 point font or larger for titles, 9 points or larger for Text.
 4. Use double columns.

4) Order of binding

- (1) Japanese version: Separate sections for domestic and foreign exhibitors, bound in order of the Japanese syllabary.
- (2) English version: Separate sections for domestic and foreign exhibitors, bound in alphabetical order.

5) Production run

- (1) Japanese version: 6,500 copies.

(2) English version: 2,000 copies.

6) Submission details

(1) Deadline: All materials must be received by noon, Friday, September 19, 2003. Failure to observe this deadline may result in your submission not being included in the booklet.

(2) Submission method:

- Submit ordinary data and outline data (two versions) on CD-R or MO by courier delivery service to the address below.
- Be sure to retain a backup copy of all data.

(3) Address:

Ms. Naoko Yano, Unicul International, Inc.
5-1-2-4F Minami Aoyama, Minato-ku, Tokyo 107-0062
Tel: +81 3-3499-2667

(4) Note:

- Please fill in all required information on the attached "Data Production Specifications and Submission Statement" and include it with the data.
- Include a final output proof with the data.
- All submitted data will be printed as-is, including any mistakes. Please proofread carefully before submission as there will be no opportunity to do so afterwards.

(5) Address inquiries to:

Ms. Yukari Maruo, Tokyo Motor Show Department, JAMA
Tel: +81 3-3211-8919

2. Materials for the Press Center

1) Press kits

250 copies of combined Japanese/English version or 250 each of separate Japanese and English versions.

2) Document delivery, replenishment and collecting

Each exhibitor is assigned a rack in the Press Center. You are responsible for delivering your materials there and replenishing them from time to time during the show. You are also responsible for collecting and disposing of any extra.

3) Materials accepted:

(1) Date: Tuesday, October 21, 2003 10:00 – 17:00.

(2) Location: Press Center, 2F International Conference Hall, Makuhari Messe

(3) Contact: Ms. Naoko Yano, Press Center Secretariat Office
(Unicul International, Inc.)

3. Submission of applications

(1) Method: Please return the attached application form by fax.

(2) Deadline: Friday, September 5, 2003

(3) Contact: Ms. Yukari Maruo, Tokyo Motor Show Department, JAMA,
Fax: +81 3-3211-5798

TO: Ms. Yukari Maruo
JAMA Tokyo Motor Show Dept.
Fax: +81 3-3211-5798

Deadline: Friday, September 5, 2003

The 37th Tokyo Motor Show – Passenger Cars & Motorcycles – (2003)
APPLICATION FORM
For Press Documents and Exhibit Information
(Passenger Cars, Motorcycles & Carrozzeria Section Exhibitors)

Company Name: _____
Department: _____
Contact Person: _____
Telephone: _____
Booth Number: _____

1. Will you send us Exhibitors' Highlights (Japanese and English)?

Yes No

2. Will you send us materials for the Press Center?

Yes No

If you check "Yes" above, please indicate your company name that will be written on the white board (2 cm x 20 cm) attached to the press kit rack.

Japanese	
English	

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**37th Tokyo Motor Show -- Passenger Cars and Motorcycles--
Data Submission: Production Specs and Instructions**

Date	Year	Month	Day
Company			
Department		Contact	
Address			
Contact Tel		E-mail	
Media submitted	CD-Rom	disc(s)	3.5-inch MO(MB) disk(s) Other disk(s)
Output file names	Make sure all output file names are accurate. Japanese version(Yes · No) English version(Yes · No)		
OS and Ver.	mac	ver. ()	
	Windows	ver. ()	
Application	Illustrator	ver. ()	File Format ()
Font(s) used	OCF	CID	
Other remarks			

< Notes >

- Please include an output proof of the final document.
- Use the following procedure to create guidelines registration mark. (Please do not use the "Trimmer Mark" function.)
Click on the Illustrator menu bar. Select registration mark from the "Options" pull-down menu. Click "Create" from the pull-down.
- Create two files, normal data and outline data, copy them to a CD-R or MO and send them by courier delivery service etc. to the address below.
- Remember to back-up your data and keep a copy just in case.
- All data will be output as it is, including mistakes. There will be no opportunity to proofread.

The 37th Tokyo Motor Show Press Center Secretariat Office
c/o Unicul International, Inc.

5-1-2-4F Minami-Aoyama, Minato-ku, Tokyo 107-0062 Japan

Contact: Ms. Yano

Tel: 03-3499-2667 / Fax: 03-3499-2665