

The 38th

# TOKYO MOTOR SHOW

Commercial & Barrier-free Vehicles

2004



## News Vol.6 November 8, 2004



## Conclusion of the 38th Tokyo Motor Show 2004 Motor Show Visitors Exceed 240,000 Commercial & Barrier-free Vehicle Show Ends as a Success



from kids to business users.

This year's show featured the latest environmentally-friendly models and barrier-free vehicles, with a total of 38 among them that made their world premiere and 15 others that made their Japan premiere, outstripping the previous show. This demonstrates that

The final commercial vehicle show, the 38th Tokyo Motor Show -Commercial & Barrier-free Vehicles- (2004), came to a conclusion on November 7th. A total of 248,600 visitors came to the event during its six days, topping the 235,000 people anticipated by the event organizer and qualifying it as a complete success.

The key to the show's success was in the change of the show's original subtitle, "Commercial Vehicles" to "Commercial & Barrier-free Vehicles." Accordingly, exhibitors were more eager to show the latest models and technology of the commercial vehicles which support our day-to-day living and the barrier-free vehicles which are gathering more public interest. Another factor could be the wide variety of participatory and hands-on special events, which matched the interests of a broad range of visitors,

the Tokyo Motor Show is highly acclaimed as a stage for exhibitors to showcase cutting-edge models and the most advanced technology for all to see. One-fourth of the 206 total exhibited vehicles accounted for barrier-free vehicles, while one-fifth accounted for environmentally-friendly models, demonstrating that exhibitors put greater efforts into displaying environment-related exhibits and barrier-free technology to accommodate the aging society issues here in Japan. "Compared with the previous show, they have come quite a way," said some visitors, heaping praise on the exhibitors for the speed of their technological progress. It seems that a factor in the increase of attendance was the broad recognition of the added appeal that didn't exist in previous commercial vehicle shows, which had a rigid image.

## Infant/Child Care Center

Located in the Central Mall near the West Hall, the Infant/Child Care Center was created to improve the level of hospitality for family visitors. With a staff of 8 on the weekdays, and 10 on weekends and holidays, up to 200 children a day were looked after. The Center not only received praise for its baby nursing room and diaper changing tables, but also for the kids playroom where parents were able to take a break and play with their children.



## Blood Drive and Bone-Marrow Bank Corner

Located in "Ikoi Mall" between the East Hall and Center Hall, the Blood Drive and Bone-Marrow Bank Corner was very well visited. The Japanese Red Cross Society was anticipating around 140 donors during the weekends and holidays, but was pleasantly surprised on one day with around 200 donors. Says one Red Cross employee, "Due to the poor weather this year, there were a lot of days when the blood drive vehicle could not make its rounds and a blood-shortage resulted. So I am grateful to all those who donated blood during the show." The Bone-Marrow Bank also had ample donor registrants.



## A User's Opinion Getting Good Drivers Starts with Selecting the Right Trucks

"The cabins of these new trucks are a lot bigger, and they are a lot easier to relax in compared to before," says Kazunori Tanaka, manager of the Kanazawa Branch of Nippon Truck, who came to the Tokyo Motor Show to see the newest trucks.

When a transport company selects a truck, they have to evaluate their choice from many different angles, including fuel economy, compliance with environmental regulations, and driver safety and comfort; among those factors, cabin livability plays an important role. He continues, "A very important factor for a transport company is hiring good drivers; and to do that the company needs to keep introducing better trucks, so that they can create a pleasurable work environment for the drivers."

The Kanazawa Branch of Nippon Truck owns at least 20 heavy-duty trucks and replaces them often; Mr. Tanaka was all business as he examined the trucks at the show.



## Symposiums

November 7 (Sunday) 13:00-15:00, International Conference Hall

### ELV (End-of-Life Vehicles) Recycling Law — Car Owner's Responsibilities —

Ministry of Economy, Trade and Industry / Ministry of the Environment / Japan Automobile Recycling Promotion Center

● Coordinator

Takanobu Fujita (Professor, School of Policy Studies, Kansai Gakuin University)

● Panelists

Eri Kitagawa (TV Talent)

Mariko Sano (Secretary-General, Shufurengoukai)

Katsuya Nagata (Professor, School of Science & Engineering, Waseda University)

Yoshio Nakatani (Senior Managing Director, Japan Automobile Recycling Promotion Center)

Kiyoshi Masuda (Chair of the Recycling & Waste Reduction Subcommittee, Japan Automobile Manufacturers Association, Inc.)

Akihiko Miyamoto (Director, Automobile Division, Manufacturing Industries Bureau, Ministry of Economy, Trade & Industry)

The ELV Recycling Law will come into effect on January 1st, 2005. This law is garnering attention from all over the world for its efforts to create a new social system with the end goal of a society based on recycling; however the key to this system's success is the understanding and support of the public, which form the integral part of the triangle of manufacturers, affiliates and users.

Doubts about fees, deposit systems and illegal dumping of cars were raised in the opinions gathered from average people in the street for this symposium. The panelists used a Q&A format to clarify these issues.

There was also an open forum on the role that consumers should play in the long term. It was concluded that success in this endeavor will grant Japan new competitive power in the market, and that success relies on the willing participation of each and every citizen.



November 7 (Sunday) 15:00-17:00, Conference Room 201

### "Challenge to Global Warming"

— Thinking about the latest clean diesel —

Ministry of Economy, Trade and Industry

● Speakers/Panelists

Yasuhiro Daisho (Professor, Department of Mechanical Engineering, Waseda University)

Hisashi Ishitani (Professor, Keio University)

Kazuo Shimizu (Automobile Critic)

Kenji Ueda (Managing Officer, TOYOTA Motor Corporation)

Friedemann Bruhl (GM Technology Compliance (TCO), DaimlerChrysler Japan)

Satoru Ito (Executive Officer, Bosch Automotive Systems Corporation)

Makoto Watanabe (Director, Automobile Div., Manufacturing Industries Bureau, Ministry of Economy, Trade & Industry)

Diesel engine-equipped passenger cars are about 20% more fuel-efficient than gasoline cars, and are effective against global warming; however, diesel cars are still having trouble catching on in Japan, where there are stricter emission regulations than Europe and other countries. In contrast, manufacturers of diesel passenger cars are competing fiercely in the development of clean diesel. Touching on the trends of this technology, the six speakers of this symposium gave speeches demonstrating their differing vantage points. Professor Daisho then coordinated a panel discussion and encouraged a lively discourse on the future roles and expectations for diesel passenger cars in Japan.



## 39th Tokyo Motor Show Schedule

◆ Name

The 39th Tokyo Motor Show  
— Passenger Cars & Motorcycles — (2005)

◆ Organizer

Japan Automobile Manufacturers Association, Inc. (JAMA)

◆ Venue

Makuhari Messe (Nippon Convention Center)

◆ Dates

October 21 (Fri) - November 6 (Sun) (17 days)

Press Days	October 21 (Fri) & October 22 (Sat)
Special Guest Day	October 21 (Fri)
General Public Days	October 22 (Sat) - November 6 (Sun)



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## A Look Back on the 38th Motor Show

Date			Weather	Attendance	Cumulative total
Nov. 2	Tue	Press Day	Cloudy/Sunny	2,860	2,860
<b>Total Press Attendees</b>					<b>2,860</b>
Nov. 2	Tue	Special Guest Day	Cloudy/Sunny	12,500	12,500
Nov. 3	Wed (Holiday)	General Public Day	Sunny	53,500	66,000
Nov. 4	Thu	General Public Day	Sunny	32,900	98,900
Nov. 5	Fri	General Public Day	Sunny	40,200	139,100
Nov. 6	Sat	General Public Day	Cloudy/Sunny	52,500	191,600
Nov. 7	Sun	General Public Day	Sunny	57,000	248,600
<b>Visitor Grand Total</b>					<b>248,600</b>

Commercial & Barrier-free  
Vehicles Test-ride Participants  
**2,725** people

Symposium  
attendees  
**2,321** people

Barrier-free Vehicles Park  
Test-ride Participants  
**2,188** people

Point Collecting Game  
Participants  
**7,651** people

Blood Donors  
**868** people

Bone marrow  
Registrants  
**108** people

### Cooperating Companies

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### Editorial Note:

Japan Automobile Manufacturers Association, Inc. Executive Director & Secretary General Isao Tanaka

Accompanying the subtitle change from 'Commercial Vehicles' to 'Commercial & Barrier-free Vehicles' for this year's show, there were exhibits of the latest technology in the environmental, safety and barrier-free fields, symposiums with ten different themes, and numerous participation and hands-on events. These efforts contributed to breaking all past records for commercial vehicle shows with 248,600 visitors, far exceeding

the attendance goal of 235,000.

Next year's show will mark the start of the next 50 years of the Tokyo Motor Show, which began in 1954. Building upon this 50-year history, we intend to create an even better program to allow all our visitors to experience the continuous evolution of the automobile.

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November 7 visitors **57,000** persons Total of Visitors **248,600** persons

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