

The 40th 第40回東京モーターショー2007

TOKYO MOTOR SHOW 2007

News vol.3



October 27, 2007

世界に、
未来に、
ニュースです。

Catch the News,
Touch the Future.



Gala Opening Ceremony for the 40th Tokyo Motor Show 2007

First Comprehensive Show in a Decade



The Opening Ceremony of the 40th Tokyo Motor Show 2007 was held the morning of the 26th in the presence of the show's patron His Imperial Highness Prince Tomohito of Mikasa. Leading members of the political, government, business and diplomatic communities gathered to the International Convention Hall at Makuhari Messe. Together with automotive industry officials, more than 600 people brought the show to a rousing kickoff.

To mark the new comprehensive format and the milestone 40th show, Professor Yotaro Hatamura of Kogakuin University gave a speech on "Production in the 21st Century from the Perspective of Error Studies." His lecture began at 10:00 AM, prior to the Opening Ceremony.

Following Professor Hatamura, the Opening Ceremony began with a statement by Chairman Fujio Cho of Japan Automobile Manufacturers Association, Inc. where he noted that the Tokyo Motor Show had been reorganized into a comprehensive format that brings together passenger cars, commercial vehicles, motorcycles, auto bodies, parts and equipment to a single venue for the first time in a decade. The last time a comprehensive show was held was 1997. He also noted the importance of launching the new format in the milestone 40th show. Chairman Cho then went on to express his thanks to the exhibitors and all involved in making the event possible.

This year's theme is "Catch the News, Touch the Future." and President Cho explained how the show was trying to achieve that ideal. He noted that the exhibits featured 77 World Premiere vehicles and 95 World Premiere parts, that it had gathered a large number of vehicles that try to bring new forms

of enjoyment and excitement to life, and that it also offers visitors a chance to view the most advanced models and technologies available today, sending a message to the world at large and to the future. He concluded by encouraging the general public to visit the show during its 17 day period, discussing the many audience-participation, hands-on events, test rides, symposia and classroom experiences for children and expressed his hope that as many visitors as possible would take the opportunity to experience for themselves the dreams, fun and splendor of the automobile.

His remarks were followed by Minister of Economy, Trade and Industry Akira Amari (read by Parliamentary Secretary Kanae Yamamoto), Minister of Land, Infrastructure and Transport Tetsuzo Fuyushiba, Chiba Governor Akiko Domoto and International Organization of Motor Vehicle Manufacturers (OICA) Chairman Carlo Sinceri, each of whom made a few remarks before JAMA Vice Chairman Satoshi Aoki declared the show officially open. As the fanfare sounded in the hall, His Imperial Highness Prince Tomohito of Mikasa cut the ribbon to thunderous applause. The ceremony concluded at 11:00.

Pleasant conversation with 1,100 guests



A celebratory mood in the reception hall



British Ambassador Sir Graham Fry pays his respects to His Imperial Highness Prince Tomohito of Mikasa



Counsellor David Devine of the Canadian Embassy talks with President Cho



Minister Amari and Toyota Honorary Chairman Shoichiro Toyoda



From left: Governor Domoto, Honorary Chairman Toyoda and Minister Fuyushiba

After the Opening Ceremony of the 40th Tokyo Motor Show 2007, a Gala Reception was held in the Convention Hall on the 2nd floor of the International Conference Hall. The Reception was attended by His Imperial Highness Prince Tomohito of Mikasa. This milestone 40th show features exhibits from 11 countries and 1 region. The Gala Reception enjoyed the attendance of Sir Graham Fry, the British Ambassador to Japan, Chairman Carlo Sinceri of OICA, and a number of other foreign dignitaries, creating a splendid atmosphere for international exchange.

President Cho made a few remarks, followed by a speech from Minister of Economy, Trade and Industry Akira Amari, who joined the latter half of the Opening Ceremony because of his duties. The Minister expressed his hope that the Japanese automotive industry would continue to be a leader in Japan and the world. Vice Chairman Aoki led the toast, and then the party was underway. Altogether, more than 1,100 dignitaries and special guests were at the reception, including leaders of the political, government and business communities and top executives from domestic and international automakers. The gala mood continued until after 2:00 PM.

Special Lecture

Prior to the Opening Ceremony on the 26th, Professor Hatamura of Kogakuin University gave a special lecture at the Makuhari Messe Convention Hall.



"Production in the 21st Century from the Perspective of Error Studies"

Professor Hatamura began his remarks by noting the numerous problems that have been caused by recent changes in the social environment surrounding manufacturing. The progress that has been seen both in the introduction of electronics and the development of standardized work manuals is increasing the gaps between what we say are the divisions of labor between humans and machines and the roles of organizations and what actually is taking place. Indeed, engineers have three bad habits that are endangering Japanese manufacturing: 1) a penchant for creating things that are bigger, more expensive and faster, 2) a penchant for changing things and 3) a penchant for talking. The professor provided specific illustrations and case studies to prove his point. Rectifying and improving the situation requires first and foremost that there be "real people" who are thoroughly versed in the Japanese automotive industry on-site and checking how things actually work. In addition, there is "unspoken knowledge" that needs to be shared within organizations, and he encouraged companies to look at case studies of failure and make inverse deductions of where things get left out in the planning process.

For Japanese manufacturing to continue to be internationally competitive, it must break away from the damages caused to organizations by what used to be known as the "three wise monkeys" (see no evil, hear no evil, speak no evil) and adopt a new defensive style of "don't show, don't tell, don't allow contact." He closed his lecture by talking about how manufacturing should be organized in the 21st century. He explained that by having individuals bring their ideas about how to create an overall vision, true sharing is achieved as a group and that all must share this approach.

Viewing by Patron His Imperial Highness Prince Tomohito of Mikasa

Impressed by near-future cars that are easy on the environment and people



His Imperial Highness Prince Tomohito of Mikasa rides an electric vehicle around the show

Following the Opening Ceremony, His Imperial Highness Prince Tomohito of Mikasa rode an electric vehicle with JAMA President Fujio Cho to view the show. For approximately an hour and a half, the Prince traveled through the East Hall, Center Hall, West Hall, Tire and Audio Hall, North Hall and West Rest Zone. He was extremely interested in the near-future environment and human-friendly concept models on display at the booths, as well as the innovative designs of the next-generation sports cars.

Minister Amari, Minister Fuyushiba and Governor Domoto viewed the show with Vice Chairman Aoki. "I was very impressed with the results that exhibitors had achieved in tackling environmental and safety issues," said Governor Domoto.

Enjoy the techniques of professionals on an authentic off-road course



The thrilling horizontal slope of the camber



Professional drivers show off their technique



Descending a slope of up to 40 degrees feels almost like falling



Located in Block G of Makuhari Seaside Park, adjacent to Makuhari Messe, the 4 x 4 Adventure Test Ride gives visitors the opportunity to experience real off-road driving on a four-wheel-drive vehicle.

This is already a popular event and features some of the market's most sought-after off-road SUVs like Toyota's "Land Cruiser 200," Nissan's "X-Trail," Mitsubishi's "Pajero," Mercedes-Benz's "GL Class" and Chrysler's "Jeep Commander." The course is laid out so that visitors can experience the full range of off-road driving techniques, including a large "V-shaped mogul" bumps created with logs, a "camber" for steep and perpendicular driving, a "table top/water zone" for ascending and descending platforms and overcoming water obstacles, a slalom to experience winding trails and finally an "uphill/downhill" obstacle that brings the vehicles up a sharp 4 m hill.

Visitors sit in the passenger seat and back seats of SUVs driven by professional off-road drivers, giving them the full feel of dynamic off-road technique. Even the V-shaped moguls, which do not appear to be that large from outside the course, prove to be significant obstacles once you are inside the vehicle.

In the camber, drivers must negotiate a horizontal slope that could tip over the vehicle if they are careless. Obviously though, the technique of the show's professional drivers is up to even the most difficult of courses. The literal high point of the course is the uphill/downhill obstacle. On the

down side, the slope reaches a maximum of 40 degrees and feels almost as if the car is falling.

Many people own off-road 4WD vehicles, but few have the opportunity to fully experience what they can do. The 4 x 4 Adventure Test Ride is a great chance to learn just how fun off-roading can be. It's one part of the show you will not want to miss.



V-shaped moguls are more difficult than they look



The show offers a wide range of off-road vehicles to experience, extending from 660 cc all the way through 5,000 cc

The official JAMA website is packed with basic information



The Japan Automobile Manufacturers Association, Inc. (JAMA), the Tokyo Motor Show's organizer, has an official website for the 40th Tokyo Motor Show 2007 where you can find an outline of the show, press releases, lodging information, the Motor Show News, historical data and a wide range of other basic information. There are also blogs updated daily by the Motor Show Secretariat and even a kids' information page. The website is available in both Japanese and English, and the show outline is also available in Chinese, Korean and Thai.

<http://www.tokyo-motorshow.com/>

For active Motor Show information, go to the official site on goo

"Goo" is one of Japan's largest portal sites and is the only officially sanctioned site for the 40th Tokyo Motor Show 2007. Here you'll find everything from information on the concept cars of

the past to videos of briefings held on Press Day, daily news on vehicles and events, and even information on the beautiful female guides who add color to the show. For the sheer variety, dynamism and richness of the information, there's no better site than goo. During the show, there is even a "goo stick" download service that makes it even easier to search for Tokyo Motor Show information.

<http://motorshow.goo.ne.jp/>



Special Viewing Day for Wheelchair Users gains new fans each time

"Barrier-free design" is by no means limited to the vehicles. The Tokyo Motor Show is evolving too, each time becoming more and more an event that is easy and enjoyable for anyone to attend. On the afternoon of the 25th, the second Press Day, the show held a Special Viewing for Wheelchair Users that attracted 290 wheelchair users and 387 accompanying persons. They were enthusiastic about what they saw, taking time to go into each of the booths, view the cars and even take a commemorative photograph or two with the female guides. Indeed, they appear to get just as much enjoyment out of the Motor Show as anyone else.

The viewing first began with the 37th show (2003) as an opportunity for wheelchair users, who have a lower line of sight than other people, to see the show in a friendlier environment. It was also made available for the 39th show (2005); this year is the third time it has been offered. Each time the viewing is held, wheelchair users report more satisfaction and interest. Mr. Kazuya Nakajima (48) drove himself from Kawasaki for the event and has attended all three viewings. "The staff become more helpful and responsive each time. I'm really happy I came," he smiles. Mr. Hiroyuki Miyakawa (pseudonym, 44) came from Shibata, Niigata and was thrilled with what he saw: "Everyone



A line of expectations

was extremely kind, such as with the elevators" and "Most of the booths had easier slopes than in the past." Mr. Miyakawa is an avid driver who has logged more than 150,000 km over the past 4 years. Mr. Nakajima has been driving for nearly 20 years. "My car will be up for inspection next year so I'm thinking about trading it in for a sports car," he says. Cars truly have become an everyday, ordinary object for wheelchair users.

The organizers prepared for the viewing with 26 full-time members of the staff and 56 volunteers from the local community. A survey of the volunteers after the viewing said that almost everyone found it "extremely rewarding" and the Secretariat reports that "everyone went home smiling."

EVENT

Today's EVENTS
27-Oct-07
(Sat)

- **Symposium**
14 : 00~15 : 30
5th Let's Talk about Vehicle Taxation
(International Conference Room 2F, International Conference Hall)
- **Kids Motorcycle Sports School**
10 : 00~12 : 05 - Tickets distributed from 9:30
14 : 00~16 : 05 - Tickets distributed from 12:30
(Central Rest Zone)
- **Slot Car Circuit**
9 : 30~19:00
(Kids' Park, North Hall 2F)
- **Cinema Theater**
- **Cars full of dream, fun and splendor**
10 : 40~12 : 25 (Room 302, 3F, International Conference Hall)
13 : 05~18 : 30 (Room 302, 3F, International Conference Hall)

- **Children's Art Exhibit Awards Ceremony**
14 : 00~14 : 10
(TOMICA Choro-Q Corner, 2F Kids' Park, North Hall)
- **4 x 4 Adventure Test Ride**
11 : 00~16 : 00
Makuhari Seaside Park, G Block (special course)
- **Safety Experience Test Drive**
11 : 00~16 : 00
Makuhari Seaside Park, G Block (special course)
- **Clean Energy Vehicles Test Ride**
11 : 00~16 : 00
Makuhari Seaside Park, D / E Block (special course)
- **Commercial Vehicles Test Ride (East side of East Hall)**
11 : 00~16 : 00
Public roads around Makuhari Messe
(starts and ends on the eastern road of Makuhari Messe South Rest Zone)

※ Test-ride tickets distributed on the west side of the South Rest Zone. ※ Schedule is subject to change due to weather conditions.

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