

The 40th 第40回東京モーターショー2007

TOKYO MOTOR SHOW 2007



News vol.5

October 29, 2007

世界に、
未来に、
ニュースです。

Catch the News,
Touch the Future.

Toyota

New Concepts for "Sustainable Mobility"



Theme: "Harmonious Drive: a New Tomorrow for People and the Planet"



Toyota's four concept cars symbolize the future▲

Toyota celebrates the 70th anniversary of its founding by bringing a total of 21 models to the Tokyo Motor Show including six World Premieres and two Japan Premieres. Toyota is rapidly becoming the No. 1 automaker in the world, but its exhibit is more than just a massive display of size and power. There is a clear storyline here, and one that ties directly to the company's new global strategy.

In his midyear press conference, President Katsuaki Watanabe had outlined three key corporate concepts for Toyota: 1) sustainable mobility, 2) sustainable plants and 3) social contribution activities for building a sustainable society. Toyota has brought four models to the Tokyo Motor Show to illustrate new directions for the first of these three principles, sustainable mobility: the "i/X" environmental concept, the "RiN" well-being concept,

the "i-REAL" new personal mobility vehicle and the "iQ CONCEPT" for ultra-efficient packaging (everything other than the iQ CONCEPT is a World Premiere). The four models are featured in daily performances at the Ceremony Booth, and it is a show worth checking out.

Other highlights at the Toyota booth include the "FT-MV" high-end minivan (World Premiere) that is considered the successor to the "Alphard," the much-awaited "CROWN HYBRID CONCEPT" that is expected to be next in the Crown line (World Premiere), the "Hi-CT" next-generation urban vehicle (World Premiere), the "FT-HS" hybrid sports concept car (Japan Premiere) and the "TF107," Toyota's F1 entry this season. There is something for everyone to get excited about.

1/X



Environment and energy have always been key themes in Toyota-style automaking, and this concept model takes the company a step further in that direction. The naming comes from the car's development guideline: make the vehicle weigh 1/X what it does now to increase energy efficiency by X-times. In actual fact, the company's goal is to achieve 1/2 the fuel consumption and 1/3 the vehicle weight (approx. 420 kg) of the Prius.

President Watanabe says, "We went back to the basics of the entire automaking process and tried to overhaul everything from the specs and performance to the materials and the manufacturing." For the powertrain, Toyota combines a small 500 cc engine and an electric motor to create a plug-in hybrid that can be recharged from an external power source. The lithium-ion battery makes the vehicle even lighter in weight while delivering higher performance. Toyota also selected the FFV model which can use bioethanol as fuel. The body frame uses light, rigid carbon fiber reinforced plastic (CFRP) to ensure superior collision safety. Pillars are narrower, broadening the field of vision and allowing in more external light. Toyota has even innovated with the headlights, designing them not to be overly bright to oncoming traffic.

iQ CONCEPT



President Watanabe insists that "we are not going to sacrifice one thing to achieve something else," and it is on the basis of this strong belief that the company has developed this model that aims to become the new world standard in compact cars.

The result is a revolutionary improvement in packaging efficiency. The vehicle is less than 3 m long, smaller even than the minimum for current light vehicles, but it still seats 3 adults and 1 child comfortably. The ultra-efficiency in the packaging also brings improvements in environmental performance in the form of excellent fuel economy and reduced CO2 emissions. The car has impact and presence in spite of its diminutive size thanks to the large tires and sporty design. Toyota took the extra step of setting up a viewing area exclusively for children, and one could hear screams of "Cool!" from that section of the audience.

The car made its world premiere at the recent motor show in Frankfurt and has received a great deal of attention the world over. In fact, if you look closely, the model on the stage has the steering wheel on the left. Toyota is apparently very keen on launching the model in Europe, but it also plans to make it available on the domestic market next year.



A priority passageway for children



FT-HS



President Watanabe pushes the i-REAL



Toyota Motor Corporation
Katsuaki Watanabe, President

From the Press Briefings

"Leading the world to the next stage of mobility"

"For people and the planet." That was the phrase chosen by Toyota to sum up its efforts to contribute to sustainable development by focusing on two of society's most urgent and crucial issues: environment and energy. At the show, the company highlights its efforts in the environment, energy and safety fields by displaying four new directions for technology development: 1) packaging advances, 2) innovative automaking that increases energy efficiency, 3) vehicles that improve your well-being as you ride them and 4) new forms of mobility that better integrate human beings and vehicles. Toyota is celebrating the 70th anniversary of its founding this year. We look forward to leading the world to the next stage of mobility.

i-REAL



The “i-REAL” is the next evolution in a series of single-passenger personal mobility vehicles created by Toyota: “PM,” “i-unit” and “i-swing.” Though a concept model, as its name “real” indicates, it is on standby for commercialization at any time.

The vehicle is a three-wheeler, with two wheels in front and one at the rear. It changes its length, height and orientation (form) according to the driver’s preferences, driving style and location. For example, it is designed to put the driver’s eye level on par with someone standing by shortening the wheelbase. We spoke to two visitors watching the booth performance who responded enthusiastically about the car: “We could probably even use this in a large office.”

A pure EV, it has boosted performance from the 30+ kph of previous models to 60 kph, allowing it to run alongside ordinary cars on the road. It also contains sensors to monitor the surrounding area and provide audio and vibration warnings when the vehicle is too close to a pedestrian. With support technology like this, it may bump into people even less than humans do themselves. The battery recharges in just 2 hours.

RiN



The idea behind this vehicle was a car that would relax you and improve your well-being the more you ride it. In short, this is a “health car.” It features a “mood-training” steering control that uses sensors inside the steering wheel to monitor the driver’s body temperature and pulse and send suitable images (psychological states) to the meter cluster. The seats are designed to promote good posture (as suggested by the word “rin” in Japanese), and other comforts include heated seats, an oxygen-level conditioner and a pinpoint humidifier.

The two plates of glass along the side immediately catch the eye. The shoji-style viewing window at the bottom is naturally attractive and the external design takes its motif from the ancient cedar trees on Yakushima Island, creating a mood of true, natural harmony between the vehicle and the outside world. Toyota is expected to offer the RiN in the 1000 and 1500 cc range and to use a hybrid engine system. It also anticipates making it compatible with biofuels.

LEXUS

A global premium brand for the 21st century

Two new models for the domestic market



It has been almost 2 years since Lexus entered the Japanese market. The lineup has so far focused on sedans, but in May 2007 Lexus launched its two top-of-the-line hybrids, the “LS600h” and “LS600hL,” positioning itself as a premium car for the 21st century. At the same time, Lexus also sees hybrid systems as the technology for embodying its value of harmonization with society, and is attempting to use them to simultaneously achieve both driving and environmental performance.



▲LF-A, at the pinnacle of super sports



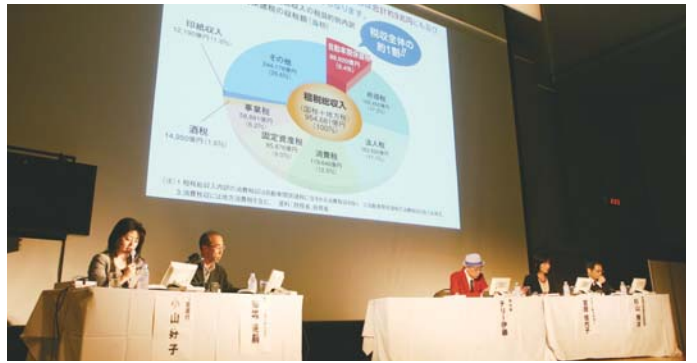
▲LF-Xh

At previous Tokyo Motor Shows, there was an intentional separation between the Lexus and Toyota booths, but at this show Lexus has been positioned within the overall Toyota theme of achieving sustainable mobility. Lexus considers driving pleasure to be one of the key elements in people’s love affair with cars and it intends to continue to polish that performance and provide new, Lexus values in the future. This attitude is symbolized by the “LF-Xh” World Premiere on exhibit at the show, a specialty SUV that embodies Lexus’ “L-finesse” design philosophy. The car uses a hybrid system to achieve excellent driving performance and pleasure while also being better for the environment on a higher level than ever achieved before. It is considered the next generation in the Harrier line and will likely be named “RX”.



Held October 27

- Panelists:
Terry Ito (Producer)
Kayoko Miyata (Television Personality)
Dr. Masahiro Sugiyama
(Professor, Graduate Faculty of Commerce, Waseda University)
- Moderator/MC: Naotsugu Mihori (Motor Journalist)
- Assistant: Yoshiko Oyama (Freelance Announcer)
- Sponsor: Vehicle Taxation Forum



The rip-off provisional tax rate to fund road construction expires in March of next year, making this an important year in which Japan decides what to do next. This inspired even more passionate debate than usual at the 5th Vehicle Taxation Forum held at the Tokyo Motor Show. Mr. Terry Ito pointed out that the volume in a bag of potato chips sold at convenience stores is 10% lower than it used to be, and the reason is not because of rising raw materials costs but because of higher freight charges. Ms. Miyata emphasized the need to bring the provisional tax rate

back to basics and reconsider if more roads are still needed or not. Professor Sugiyama commented on the importance of road building by telling the story of the Roman politician Apius Claudius, who was said to be on par in power with Caesar and who bequeathed to the world the Appian Way. In summarizing the comments of the panelists, Mr. Mihori emphasized the need to re-energize the market by using more appropriate automobile taxation to rekindle people's dreams for the car.

SPECIAL

**Kids Motorcycle Sports School
"Challenges," "Discoveries," "Thrills" and "Family Ties"**



Mom is a bit frantic



After a few minutes, the children can ride in formation entirely on their own



Before the children get on, the instructor explains how motorcycles work

She took off her helmet and beamed, "Daddy, I didn't fall over once," as mom and dad tousled her hair and smiled back their praises. Charming scenes of parent-child bonding like this can be viewed regularly at the Central Rest Zone on the west side of North Gate 2.

On Saturdays and Sundays during the show, a part of the zone is turned into a special "circuit" where, like the last show (2005), the Nippon Motorcycle Association (NMCA) holds a "Kids Motorcycle Sports School."

The purpose of the school is to bring elementary school children outdoors and give them their first contact with motorcycles, allowing them to break a sweat, fall and feel the wind as they experience "challenges," "discoveries" and "thrills". Reservations for the school are available at the show on the day of the event, and the "students" try out 50 cc mini bikes under the guidance of expert instructors. Parents watching their children struggle through the initial stages scramble to help them out, but the kids are soon driving like pros and finish the class making it through a miniature course of pylons entirely on their own. Though just 40 minutes long, the class packs enormous lessons for parents and children alike and provides a great moment of family bonding.

EVENT

Today's EVENTS
**29-Oct-07
(Mon)**

- **Symposium**
2nd "Moving to Sustainable Mobility"
13:00~17:00
(International Conference Room 2F, International Conference Hall)
- **Demonstration Runs by Vehicles Racing in the 5th Student Formula SAE Competition of Japan**
11:00~12:00 / 13:30~14:30 / 15:30~16:30
(Central Rest Zone)
- **Slot Car Circuit**
9:30~18:00 (Kids' Park, North Hall 2F)
- **Cinema Theater**
- Cars full of dream, fun and splendor
10:40~12:25 / 13:05~17:35
(Room 302, 3F, International Conference 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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