

The 40th 第40回東京モーターショー2007

# TOKYO MOTOR SHOW 2007



## News vol.12

November 5, 2007

世界に、  
未来に、  
ニュースです。

Catch the News,  
Touch the Future.



Subaru

## Integrating the pleasure of driving and environmental responsibility



The boxer turbo diesel engine will be launched in Europe in 2008

The new Impreza WRX STI road sports model

The theme for Fuji Heavy Industries (Subaru) at this year's Tokyo Motor Show is "Fantastic moments". Next year marks the 50th anniversary of the 1958 launch of the "Subaru 360," a car that led the way in Japanese motorization. During the intervening decades, Subaru has continued to seek new levels of safety and driving performance, and the company expresses these priorities as an "integration of driving pleasure and environmental responsibility." The booth actively highlights Subaru's efforts to define and achieve an ideal relationship between people and cars.

The press briefing was held on October 24. Subaru's booth is located in the West Hall, and to provide the crowd with a bit of a thrill, the main stage had a single car covered in a white tarp, which was unveiled during the briefing by President and CEO Ikuo Mori himself. It was a stunning debut for the "Impreza WRX STI," the new road sports model for the Impreza series.

The WRX STI is a further evolution of this "driver's car" that, like its predecessors, seeks the fun that comes with having a car

behave exactly how you want it. President Mori said, "We've redone every aspect of this car's performance and functions, including the design, engine, chassis and body." The engine is one of those that Subaru makes best: a horizontally-opposed 2 L 4-cylinder turbo. The styling is based on the five-door body developed for the new Impreza series, but given a wide body design. By optimizing the front and rear lift balance and employing a large rear roof spoiler, aerodynamics were significantly improved.

Joining the WRX STI on the main stage are the "EXIGA Concept," a seven-seater touring car that achieves a liberating spaciousness and comfortable performance on the road, and the "G4e Concept," an electric vehicle powered by a next-generation lithium-ion battery. Both are concept cars. The booth attracts a steady stream of Subaru fans armed with digital cameras and ready to bask in the beauty of the long-awaited road sports model.



The EXIGA Concept combines a spacious openness with comfortable road feel



It's always crowded around the SUBARU WRC Concept, the prototype for Subaru's next WR car

#### From the Press Briefings



"When you think 'electric vehicle' think Subaru"

Fuji Heavy Industries  
**Ikuo Mori**, President and CEO

For this Tokyo Motor Show, Subaru expresses its unchanging ambitions with the words "Fantastic moments". We continue to make the relationship between people and their cars more enriching and enjoyable.

For example, in our development of eco-cars, we are focusing on electric vehicles and hope that Subaru will become synonymous with electric vehicles. We want to give form to fantastic moments. That is the reason for and the attraction of the Subaru brand and is something we will continue to polish and perfect in the future.

Look forward to great things from Subaru as it continues to define and develop the ideal relationship between people and cars.

The Subaru booth is located in the West Hall, and the entrance facing the central aisle is decorated with the "SUBARU WRC Concept," a prototype of the next generation WR car that has become a familiar entry in the WRC rallies. The styling is bold and rugged, the scene set to show the car charging down a steep slope. This area of the booth is always crowded with enthusiastic motorsports fans.

Subaru has a total of 12 vehicles on exhibit, including some like the "Impreza BEAMS Edition" scheduled for market launch in the near future and others already on the market such as the "Legacy Touring Wagon 2.0 GT SI-Cruise" and the "Stella Wing Seat Lift Type." Three of these vehicles, including the Impreza WRX STI are World Premiers.

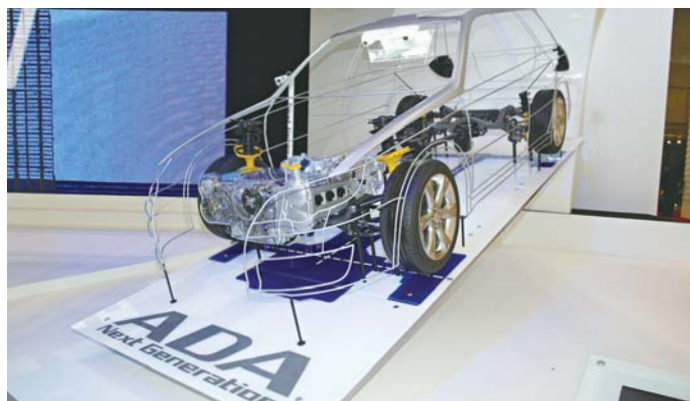
Center stage with a bright red body is the EXIGA Concept, a concept car that draws on Subaru's expertise in touring wagon packaging, combining it with a horizontally-opposed engine that has a low center of gravity and excellent weight balance, symmetrical AWD (all-wheel drive) and other original technologies to create a superb seven-seater. The model's key points are its sensitive, pleasurable driving performance and spacious, modern interior.

The left side of the stage features the G4e Concept electric vehicle. Driven by a high-performance next-generation lithium-ion battery, the car's weight has been brought down and, according to the developers, it has been designed for a range of up to 200 km per recharge. Recharging can be done from a home outlet and requires 8 hours. At a public recharging station, 15 minutes will bring the battery back up to 80% power, making short-distance day trips very feasible.

In the technology display, Subaru highlights its horizontally-opposed turbo diesel engine scheduled for launch on the European market in 2008. On the right side of the stage is a cutaway model of the next generation of "Active Driving Assist" (ADA) that achieves significant improvements in safety with a proprietary stereo camera and image processing unit in the front recognizer. The display shows how a "second set of eyes" can help the driver.



The G4e Concept is an electric vehicle powered by next-generation lithium-ion battery



A cutaway model of the newest version of the Active Driver Assist (ADA) system

Mitsuoka

## "Orochi-Kabuto" debuts with "Japanese-style beauty"



The "Orochi market model" Japanese supercar went on sale this fall, and Mitsuoka has brought two examples, adorning the left and right sides of its stage. At the center is the World Premiere "Orochi-Kabuto," a design study model that uses lightweight carbon parts and evokes such traditionally Japanese icons as samurai helmets and armor.

The Orochi market model is a one-of-a-kind, maintaining the large, wavy body silhouette that extends from the front fender all the way to the rear, but giving it an even more aggressive and belligerent tone. Inside, it is all "Japanese beauty" with the platinum-plated finishings. The company has also improved performance by increasing down-force.

Mitsuoka is looking to sell its cars on international markets in the future and hopes its show exhibits will get the word out about "Orochi".



Orochi-Kabuto

IMPORTED EXHIBITS

Porsche

## The 6<sup>th</sup> generation "911" headlines the exhibit



PORSCHE



▲911 GT2

◀Cayenne GTS



◀911 Turbo Cabriolet

The "911," Porsche's flagship sports car, is entering its 6th generation. For the show, Porsche has two on display, the "911 GT2" with a 3.6 L horizontally-opposed 6-cylinder turbo engine, and the "911 Turbo Cabriolet." It also has a "Cayenne GTS", all-round five-door hatchback. All three models are Japan Premieres.

The GT2 debuted in September at the Frankfurt Show and boasts maximum output of 530 hp with a top speed of an incredible 329 kph. The Turbo Cabriolet is a convertible with a soft top that goes from 0 to 100 kph in just 3.8 seconds, as much driving pleasure as you could ask for. The new GTS addition to the 4WD Cayenne series improves off-road performance. In its technology display, Porsche shows the V8 turbo engine and drivetrain that it uses on the "Cayenne Turbo."

Hyundai

## "QarmaQ" concept model chock-full of advanced environmental technologies



Making their Japan Premieres, the four-seater "QarmaQ" concept model and the "i30" five-door hatchback lead Hyundai's exhibit of six vehicles, most of which are market models.

The QarmaQ was named after the homes used by the Inuit

people, who are known for their ability to coexist with nature. It comes packed with more than 30 advanced environmental technologies, including a clean diesel engine and a lightweight plastic body. The company plans to incorporate these technologies in new models scheduled for release between 2008 and 2014. The use of new materials allows it to achieve complex three-dimensional forms, and the exterior designs are innovative, for example, the C-shaped side window that provides the same downward visibility as a helicopter.



◀QarmaQ

▼i30



The i30 is Hyundai's latest compact car, with a wide tread and long wheelbase designed to appeal to European tastes. The sculpted body creates an elegant mood. Originally destined for European markets, the car will also be launched very soon in Japan.

Motor Sport Japan

## Bringing the September Odaiba excitement to Makuhari

First-ever exhibit by Motor Sport Japan

Motor Sport Japan (MSJ) has a booth in the Center Hall on the 2nd floor of the Tokyo Motor Show. The Motor Sport Japan Organizing Committee, which is made up of all of the domestic passenger car makers, Japan Automobile Federation (JAF), and a number of motor sports competition groups, decided to make this first-ever exhibit with the support of the show's organizer, the Japan Automobile Manufacturers Association (JAMA).

The booth displays scenes from the "MOTORSPORT JAPAN 2007 Festival" that was put on by MSJ on September 23 and 24 in Odaiba, Tokyo and attracted more than 130,000 visitors. You can also learn about the history and culture of motor sports in Japan. The MSJ Secretariat says that it looks forward to continuing to work with JAMA and developing a partnership focused on motor sports.



Panels detail the history and culture of 50 years of motor sports in Japan

SYMPOSIUM  
2007

## Tokyo Motor Show Symposium 2007

### Freedom of Movement: Broadened Horizons, Enriched Experience

Held November 3

- Moderator/Coordinator:  
Hiroshi Ikushima (Personality)
- Panelists:  
Hirokazu Nagaya (Racing Driver)  
Ritsuko Kunii (Essayist)  
Susumu and Haruko Iwai (Welfare vehicle users)
- Organizer:  
Japan Automobile Manufacturers Association, Inc.



Everyone likes to go out traveling and shopping, to be able to move freely and at will. Barrier-free vehicles are designed to help senior citizens, the disabled and others who find it difficult to move.

Mr. Ikushima, who served as the symposium's coordinator, talked about the 8 years that he spent caring for his mother-in-law during his keynote address on "Expectations and Thoughts about the Welfare Society and Barrier Free Vehicles." With the accelerated aging of Japanese demographics, Mr. Ikushima noted that there are "three types of hills" in life: those that go up, those that go down and those that go in unexpected directions. The last refers to those things that you never thought would happen to you, and then suddenly one day you could find yourself suffering from a cognitive disorder or disability. He emphasized that it was important when confronted with such adversities never to lose hope but continue to

live cheerfully.

The second half of the symposium was given over to a panel discussion in which Mr. Nagaya, who was injured in a racing accident, talked about how much joy it brought to his life when he discovered barrier-free vehicles that he could operate himself. Mr. Kunii talked about caring for his father who was suddenly diagnosed with an untreatable illness this summer. The Iwais brought a videotape showing scenes from day-to-day life as users of barrier-free vehicles and expressed their thanks at how much these vehicles had done to make life easier for them. Mr. Ikushima closed the session by asking automakers to make even more of an effort with barrier-free vehicles and advocated improvements in both their recognition and their pricing.

SPECIAL

## Akane Osawa appears at the eco-driving talk show

### Teaching cool "accelerator work"

On November 3, Lifestyle Park welcomed "DJ Knike" (Tadashi Naito), personality Akane Osawa, and car racer Toshihiro Arai as guests for the "Let's Eco-Drive 2007: Accelerator Work that is Easy on the Earth" talk show. The aim of the show was to teach people about how better use of the accelerator can improve fuel consumption. For example, an "e-start" with a soft acceleration that causes the car to travel at about 20 kph for the first 5 seconds can boost fuel economy by about 11%. Merely reducing the amount of acceleration and deceleration while you are driving can achieve the savings of about 6% in non-urban areas, and 2% even in the city. Easing off the accelerator a bit early can shave off another 2%. In other words, just watching how you hit the accelerator can improve fuel economy by about 20%.

DJ Knike has already improved fuel economy by 13.4% with his own style of eco-driving, but after learning these techniques was able to boost it to 17.3%. "I feel like I'm doing something good for



The talk show and eco-driving corner are sponsored by the Eco-Driving Promotion Council (simulator available until the 11th)

society," he says. Akane commented, "Men's true personalities come out when they are driving. I think guys who practice eco-friendly, safe driving are cool." Mr. Arai tried his hand at the eco-driving simulator located next to the stage and was surprised by how difficult it was. His first time around, he was only able to achieve 14.6 kilometers per liter average fuel economy (ranking him 58 out of 169), which he was eventually able to improve to 16.5 kilometers (ranking him 3 out of 182).

EVENT

Today's EVENTS  
5-Nov-07  
(Mon)

#### < Life Style Park (West Rest Zone) >

- **Double Dutch**  
10:45~11:15 / 15:45~16:15
- **bayfm78 Tokyo Motor Show Report**  
11:30~12:00 / 14:00~14:30
- **WHO "Bone and Joint Decade" Campaign**  
12:00~13:00
- **Trial Demonstration**  
13:15~13:45 / 15:00~15:30

- **Slot Car Circuit**  
10:00~18:00 (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**  
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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Production Printing Division  
TEL. 03-5205-7820  
URL: <http://konicaminolta.jp/pr/odp>

The 40th

**TOKYO MOTOR SHOW 2007**

November 4: 136,200 visitors

Total 852,900 visitors

Tokyo Motor Show News Vol.12 November 5, 2007

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**JAMA**