

Under a beautiful autumn sky, today was the first weekday since the show opened to the general public and yet the number of visitors was already over 40,000 by noon, outpacing the last show, and permanent parking was nearly full at its 1 p.m. peak. There were many foreign and elderly visitors, and many people took advantage of the nice weather to sit outside.

## Pushing "Renaissance" to the Forefront NISSAN

### Exciting advanced models

Nissan announced its Revival Plan on Oct. 18th, just before the Tokyo Motor Show, and in concert with this, began pushing its new message, "Opening the Nissan Renaissance". This exhibition is considered the first step in this renaissance movement.

The entrance of the Nissan booth features a Renaissance corner touting the synergistic effects of the Nissan-Renault alliance, "4th in the world, with 4.8 million units in production and a 9.1% global share." There is also a video screen where you can see Carlos Ghosn, COO, talking about the Revival Plan.

The main exhibition area has a southern European theme and has an XVL next-generation sedan on display along with Nissan's most innovative vehicle, the AXY. The AXY's large doors and simple interior create an atmosphere of freedom and make getting in and out of the car easy, even with a stroller or in a wheelchair. The Cypact concept car can run 100 km on only 3 liters of fuel, and has a host of ITS technologies that can be used as information tools. These cars are helping to create "Renaissance" appeal.

The XVL is a premium performance sedan with a front midship mounted, 3 liter, direct-injection gasoline engine and the Extroid continuously variable transmission (CVT) developed for high power engines. This sedan also introduces Nissan's new front engine rear drive design philosophy, which provides performance and unique styling. Though exhibited as a concept vehicle, many of the more mature visitors hope the XVL will go into production in the near future.

For the environmentally conscious, there is the Tino Hybrid, whose power transfer unit is on display. This power unit uses only half the gasoline of a comparable gasoline powered car of the same class, but what makes the Tino stand out from other hybrids



The "Renaissance" begins



The easy to access AXY



The "3 liter car", the ultra-fuel efficient Cypact at the show is its smooth, gearless HYPER CVT.

Among the reference vehicles on display, the Silvia Varietta has a retractable hardtop made by Autech, and the eye-catching, 7-passenger, "dandy minivan" Bassara is equipped with a 2.4 liter direct-injection diesel engine.

### Visitor Interview

#### Alternate Parts and Auto Makers

Hajime Matsuo, who came from Setagaya-ku, Tokyo with his son, has been coming to the Tokyo Motor Show for 30 years. Though he felt that the booths were perfect, he had an idea for reducing congestion in the exhibit areas. "I think having all the auto manufacturers next to each other contributes to the congestion. If you were to alternate auto and parts manufacturers' booths, I think it would ease the crowds and help boost attendance in the parts booths." He also suggested that, "concept vehicles are nice, but I would like to see more production models."



## The Reborn Beetle is Warmly Received

Volkswagen

All the vehicles on display at the VW booth are the same color, Satin Silver metallic, creating the impression of the "future" of the auto. VW's full line-up is here, including the Bora, which went on sale in Japan just before the show, the sleekly designed Passat and the playful Polo compact.

VW's immediately recognizable Golf sports a variety of new features, and visitors enjoy getting in the car to get an up-close look.

Many of the visitors to the VW booth have also been taking a close look at the New Beetle. Though many think it is a modified version of the original Beetle, the New Beetle has been completely reborn with an exterior design using the circle as its motif, a round meter, and a two liter front-wheel-drive power train. Another remarkable exhibit is the cut-away model of the new VW 4WD system featuring a Haldex coupling.



Reborn to a new generation, the New Beetle

## A Le Mans Winner and a "Bond Car"

BMW



The very popular winner of Le Mans '99, the V12 LMR 99

At this booth, visitors' interest are torn between the V12 LMR 99 race car, winner of Le Mans '99, and the Z8, BMW's new symbol of the sports car. The Z8 has been drawing intense interest with its classy body and 400 hp V8, with many visitors remarking, "It looks better than its photo". Another popular attraction is the "BondAge" performance, which always draws rousing applause and cheers.

BMW is also displaying its 5 series sedan based X5, a high-performance 4WD SAV (Sports Activity Vehicle). A perpetual crowd of young visitors surround the M Coupe, M Roadster and M5. The BMW M marque has always stood for prestige and high performance.

## Working to Make Tomorrow's Breakthrough Technology Today

OPEL

The large inflated display is the first thing to catch the eye at Opel's booth. Encouraged by their good sales, Opel tries to impress upon visitors its strategy to create next-generation automobiles. A great deal of interest has been showered on the Zafira. The Zafira is a true multi-purpose vehicle, it seats seven and its seating layout is very flexible. While the ability to freely rearrange seating is not a new concept, visitors will be surprised at just how easy it is to do in the Zafira.

Since Opel's display is fairly ordinary, it takes a discerning eye to notice the G90. While on the outside the G90 looks like an ordinary five door minivan, it is, in fact, a remarkable vehicle, weighing in at only 750 kg and having a Cd of only 0.22. The name stems from this car's paltry emissions, a mere 90g of CO<sub>2</sub>, a figure far below Europe's 2008 CO<sub>2</sub> restrictions.



The ultra-efficient G90 concept model

Oct. 25th attendance:

82,600

Attendance to date: 370,200

### Topics (No.4) A Clean Sweep

In spite of the over 100 thousand visitors, the show has remained remarkably clean both inside and out thanks to an army of red-uniformed cleaners. This cleaning staff, which numbers 213 on weekdays and goes up to 270 on weekends, works tirelessly from 7 a.m. to 9 p.m. making sure that not only the exhibition areas are clean, but by also keeping a watchful eye on an area that stretches all the way to Kaihin Makuhari station. Their motto is, "We hope to make visitors more comfortable." Just to give an idea of how seriously they take this motto, on Sat. the 23rd alone, they collected 11,200 kg of trash.

