



**The 37th Tokyo Motor Show**  
Passenger Cars & Motorcycles

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**JAMA**



## The fully face-lifted 37th Tokyo Motor Show Opens for the Press

# Audience Participation, Hands-on Experiences

"Audience participation" is the new style for the 37th Tokyo Motor Show (Passenger Cars and Motorcycles). The show opened for members of the press on October 22 and 23 and will open to the general public on the 25th. This year features a number of audience-oriented events that illustrate and respond to the changes taking place in today's driving community. It also sees changes in how the show is run, including the introduction of a sponsorship program for the first time ever. As they toured the facilities, members of the press were anxious to discover the new face of the Tokyo Motor Show.



This is the first "Passenger Car and Motorcycle Show" to be organized by the Japan Automobile Manufacturers Association since its merger with the former Japan Motor Industrial Federation, and there is understandably a great deal of interest in the changes that new management will bring. The theme for this year's show is "The Challenge: Driving toward a Better Future," and it is therefore fitting that the show itself should chart a course towards a better future by bringing in more of an audience perspective and allowing true dialogue to take place between visitors and exhibitors.

As always, the main part of the show is automobile exhibits, but the organizer has made a real effort to use all of the facilities available to them. One example is the "Environmental Vehicles Test Ride" in which visitors can test ride clean energy vehicles. Other examples include a large number of symposiums open to the general public (a total of 18 this show), the "Carrozzzeria Exhibit" that is popular

for young people, and the Festival Park that is fun for families. Young, old, male, female, this show has entertainment and events that will appeal to everyone. The show also reaches out to a wider audience. For example, the afternoon of October 23 is set aside for visitors in wheelchairs, a group that in the past has had a hard time viewing the show through the ordinary-day crowds. Likewise, the show wants to attract the next generation of drivers, so for the first time ever, admission is free for elementary school age children and half price for junior and senior high school students.

A total of eight companies are participating in the sponsorship program: Auto Wave, Tsubasa System, Sony Computer Entertainment, Showa Shell Sekiyu, Mobilecast, Microsoft, Japan Tobacco, and Suntory Limited, the official beverage sponsor.



## Exhibitions at the New Tokyo Motor Show

# Newly Enhanced Joint Exhibits by Groups

The automotive industry has gone through a period of global alliance-building, and this year's show attempts to illustrate the new globalized industry for visitors. It has also become a more visitor-oriented show, with new experiments like the exciting "Carrozzeria Exhibit" in the Event Hall and parts corners devoted to technologies that address current themes such as safety and environment.

This year there are 263 companies, 4 governments (Canada, Germany, Sweden, U.S.A.) and 1 organization (Japan Auto Parts Industries Association) from 14 countries participating in the show. The show spans the West, Central, East and North halls of Makuhari Messe (Halls 1-11) and the Event Hall, for a total exhibition space of 41,559 square meters, roughly on par with the last passenger car and motorcycle show (the 35th show). As a new experiment this year, exhibitions have for the most part been organized by corporate groups in order to enable them to better exhibit their brands. On the vehicles side, the show breaks down to 38 passenger car manufacturers (9 domestic, 29 foreign) and 12 motorcycle manufacturers (4 domestic, 8 foreign); on the parts side, there are 170 companies and 1 organization from Japan and 30 companies and 4 governments from overseas. The Carrozzeria Exhibition features 30 cars from 13 companies in 5 countries, including Japan. Below is an overview of the booths broken down by hall.

### East Hall

The East Hall features a joint exhibit from the Toyota/Daihatsu group and members of the DaimlerChrysler group, including Mitsubishi, Mercedes-Benz, AMG, smart and Chrysler.

### Center Hall

The Center Hall has the Nissan booth, and next to it, Renault. It also features Ford group members of Mazda, Volvo, Jaguar, Land Rover and Aston Martin. Other exhibits in the Center Hall include BMW, Bentley, Citroën, Alpina, Peugeot, Porsche, Rolls-Royce, Mitsuoka, Volkswagen and Bugatti.

### West Hall

In the West Hall are Honda and members of the GM group, including Subaru, Suzuki, Opel and Saab. Other exhibits include Fiat, Audi, Lamborghini, Hyundai, Ferrari, Maserati and Kia.

### North Hall

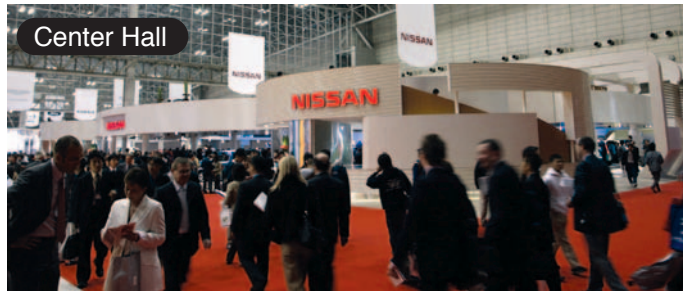
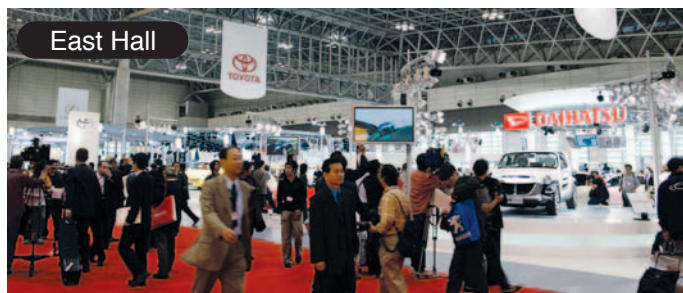
The North Hall is the setting for motorcycles, with booths from Yamaha, Honda, Suzuki and Kawasaki representing the domestic manufacturers, and Harley-Davidson, KTM, Triumph, Magni, Moto Guzzi, Grüter+Gut, Ducati and BMW from overseas. Also in the North Hall are domestic and foreign parts manufacturers displaying everything from electronics to drive mechanisms.

### Event Hall

The Event Hall is where you will find the Tokyo Motor Show's first-ever "Carrozzeria Exhibit." 30 models are on hand from 13 original and tuning car manufacturers from Japan and other countries.

Below is a list of the number of models exhibited by domestic automakers together with the numbers of world premieres (WP; products exhibited for the first time in the world at the Tokyo Motor Show) and Japan premieres (JP; products exhibited elsewhere in the world, but first exhibited in Japan at the Tokyo Motor Show).

Manufacturer	No. of exhibits	WP	JP
Suzuki Motor Corp.	23	4	1
Daihatsu Motor Co., Ltd.	18	5	1
Toyota Motor Corp.	31	6	2
Nissan Motor Co., Ltd.	21	7	1
Fuji Heavy Industries Ltd.	16	3	1
Honda Motor Co., Ltd.	22	4	0
Mazda Motor Corp.	24	3	3
Mitsubishi Motors Corp.	21	2	3
Mitsuoka Motor Co., Ltd.	6	4	0
<b>Total number of domestic passenger car exhibits</b>	<b>182</b>	<b>38</b>	<b>12</b>
Kawasaki Heavy Industries, Ltd.	25	0	9
Suzuki Motor Corp.	53	7	6
Honda Motor Co., Ltd.	45	5	4
Yamaha Motor Co., Ltd.	19	11	6
<b>Total number of domestic motorcycle exhibits</b>	<b>142</b>	<b>23</b>	<b>25</b>
<b>Total number of foreign car and motorcycle exhibits</b>	<b>259</b>	<b>13</b>	<b>63</b>
<b>Total number of Carrozzeria exhibits</b>	<b>30</b>	<b>10</b>	<b>8</b>
<b>Grand Total</b>	<b>613</b>	<b>84</b>	<b>108</b>





## Special Events on People and their Relationships with Cars

# Wide range of hands-on events

This year's Tokyo Motor show features a number of special events designed for audience participation and experience. This new style of show includes big events like test rides of environment-friendly, clean energy vehicles, as well as improvements like enhanced visitor services. In the West Rest Zone is general entertainment space that hosts a number of events designed to appeal to children, younger generations, and female visitors of all ages.

### Environmental Vehicles Test Ride

Take a ride around a 500 meter course in one of 12 clean energy vehicles. The Environmental Vehicles Test Ride is located in Makuhari Marine Park adjacent to Makuhari Messe, and the test ride fleet includes fuel cell vehicles, hybrid vehicles and a CNG vehicle. Rides begin at 10:30 every morning and provide an excellent opportunity to enhance your understanding of the environment and how automobiles affect it.

### Carrozeria Exhibit (car design studios)

This is the first time this kind of exhibit has ever been held in Japan. It features original and "tuning" car makers from five countries including Japan. The Carrozeria Exhibit is located in the Event Hall. Exhibiting from Japan are Ohno Car Craft, Choro-Q Motors, Keio University, Sivax and Tokyo R&D. Other exhibitors are on hand from Germany, UK, Switzerland and Denmark. In addition to the unique Carrozeria cars, the winners of the "Student Formula SAE Competition of Japan 2003" are also on display. To go with the Carrozeria atmosphere is a classy cafe that is sure to be popular with visitors.

### Symposiums

Symposiums will be held every day during the show except Sundays and holidays. They are located in either the International Conference Hall or the West Rest Zone and will feature a number of experts and celebrities discussing issues and information related to automobiles. Symposiums range from seminar-style events on environment, safety, design and motorsports to forums and talk shows for the general public. A total of 18 themes have been selected. The symposiums will consist of 9 themes hosted by the Ministry of Land, Infrastructure and Transport, the Ministry of Environment, the Ministry of Economy, Trade, and Industry and the Society of Engineers of Japan, and Automobile Tax System Reform Forum; 3 themes hosted with the cooperation of Waseda University, the Japanese Council of Traffic Science and ITS Japan. JAMA will also sponsor 6 themes on its own.

### Festival Park

The West Rest Zone (on the west side of the Event Hall) houses a general entertainment space that features everything from traffic safety education to shows for children and families. On the program are "Fiesta Mariscos," a live cooking show that includes a number of performances and even has a dance medley, "Traffic Moral Saver Anzenger," a show on traffic safety for children, "Trial Bike Demonstration," on motorcycle safety, "Safety Commercial Contest," where visitors can vote for nominated television commercials, "Chiba Prefectural Police Corner," and other interactive displays, and "SmōCar2," a bus-shaped Parisian-style open cafe sponsored by Japan Tobacco.

### Children's Art Exhibit

The themes for this year's exhibit include "Going for Drive: My Favorite Memory of a Trip in the Car," and "If I Could Build a Car, This Would be It." Children from 57 kindergartens in Chiba City were invited to submit their drawings. A total of 3,625 are on display in the Esplanade on the second floor of the North Hall. There is also Kids Corner nearby.



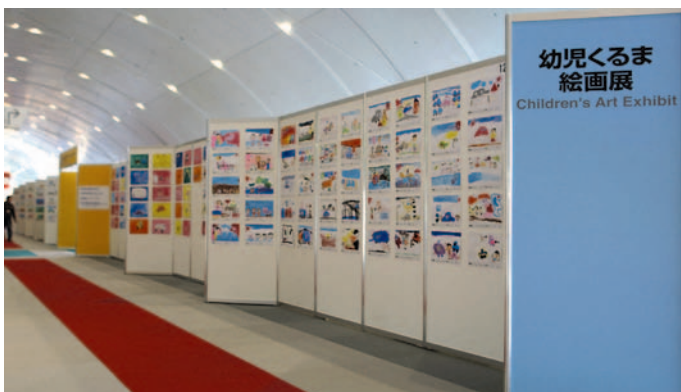
"Environmental Vehicles Test Ride" (Makuhari Marine Park) offers test rides of clean energy vehicles.



Carrozeria Exhibit (car design studios)



The "Carrozeria Cafe" in the Event Hall



Children's Art Exhibit (Esplanade, 2nd floor, North Hall)



## "Global Meeting" held in conjunction with the Show

# Top Managers from the World's Automakers Agree to Cooperate on Global Issues

On October 22, the second "Global Meeting" on automobile issues was held at a hotel in Makuhari, Chiba Prefecture. The meeting was convened in conjunction with the Tokyo Motor Show and provided top managers from the world's largest automakers with an opportunity to discuss issues and reach an agreement to accelerate efforts on safety, environment and advanced technologies.

The aim of the Global Meeting is to develop a common awareness among the world's automakers regarding the wide range issues, spanning everything from development to marketing, raised by the globalization of the automotive market. It was first held last year in conjunction with the Paris Motor Show (Paris Salon) . This is the second time the meeting has been convened. Mr. Yoshihide Mune-kuni (photo), the chairman of JAMA, chaired the meeting.

Three main topics were on the agenda: "The spread of diesel automobiles," "Developing advanced technologies, fuels and infrastructure" and "International harmonization of technology standards."

The spread of diesel automobiles would be advantageous in terms of fuel economy and reduced CO<sub>2</sub> emissions. The meeting confirmed that with the development of new technologies diesel automobiles could play an important role over the next decade, and agreed that there needed to be a broader awareness of the benefits of clean diesel automobiles among both policymakers and the general public.



In terms of advanced technologies, fuels and infrastructure, the meeting recognized the importance of developing a common vision among governments, energy industries and the automotive industry regarding the development of infrastructure for clean-energy vehicles, including fuel cell and hydrogen-powered engines.

In "International harmonization of technology standards," the meeting strongly supported the role that members could play as leaders in the automotive industry to promote the establishment of global technology standards as quickly as possible.

## Press Center — Sponsored by Bridgestone —

The Press Center that serves reporters covering the show is located on the second floor of the International Conference Hall at Makuhari Messe. The center was "standing room only." When we visited, all 228 of its desks were full of reporters from around the world busily typing away at their articles. Information processing has been smoothed out considerably this year with the introduction of wireless LANs and optical fiber telephone lines. The Press Center is the base station from which news of the Tokyo Motor Show is broadcast around the world. As last year, Bridgestone Corporation is sponsoring the Press Center and has filled it with advanced telecoms equipment, free delivery of catalogs, and a host of other support services. Japan Airlines sponsored press invitations, and many other companies also provide Press Center support.



### Today's EVENT

- ★ **Fiesta Mariscos**  
12:00~ Festival Park (West Rest Zone)
- ★ **Clean Energy Vehicle Test Rides**  
9:30~16:30 Clean Energy Vehicle Test-Rides (Makuhari Seaside Park)

Visitors of October 22 **8,000**

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