





## From the Press Show and Press Briefings

# Emphasizing "Global Strategies," "Environment" and "Innovation"

Automakers exhibiting at the 37th Tokyo Motor Show opened their booths to the domestic and foreign press on the 22nd and 23rd in advance of the public opening. Top managers also provided press briefings where they discussed with reporters their booth highlights and management strategies.



## Domestic Automakers: A Great Chance to get their Message out to the World

### Unveiling New Models Scheduled for Early Launch

Automakers are not known for passing up opportunities to get their messages out to the world. Each of the major manufacturers was allotted 20 minutes for a press briefing, and top managers marshaled all of the skills at their disposal as they attempted to communicate the greatest amount of information and generate the most impact possible in that limited time period. On the first day of press viewing, the 22nd, approximately 8,000 reporters crowded into the show. While the curtain was lifting on the Tokyo Motor Show in an adjacent Makuhari hotel, the heads of major automakers in Japan, North America and Europe were holding a "Global Automotive Industry Meeting" and a large number of foreign correspondents were there to cover that event as well, many at the invitation of automakers themselves.

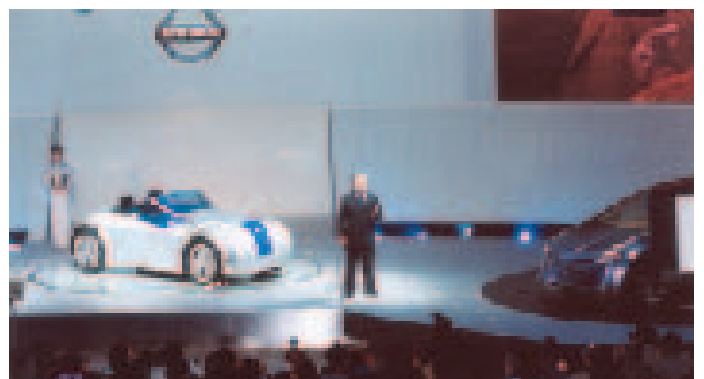
In the booths, top managers emphasized their management strategies and efforts to deal with environmental issues. Many premiered near-future, environment-friendly concept models. With marketing competition growing more intense on both the domestic and global markets, a number of automakers were aggressively promoting sales by unveiling their new, strategic models as quickly as possible in the hope of stirring up demand when launch time comes.

The first to brief from domestic automakers was Nissan's President Carlos Ghosn, who appeared with a kimono-clad model to introduce the company's unique "Jiku" concept car. This year represents the 70th anniversary of the founding of Nissan and the 400th anniversary of the founding of the Edo shogunate, and Mr. Ghosn explained that Nissan would "continue to stretch the limits of what is possible by fusing advanced technology with traditional arts, just as you can see in this car."

At bat for Toyota was President Fujio Cho, who declared that "the automobile has no future unless it takes account of the environ-



Toyota President Cho emphasizes that "environment is our highest priority."



Nissan President Carlos Ghosn speaks enthusiastically about how his company will continue to "push the limits."

ment." He went on to emphasize that Toyota considered "environmental conservation to be its highest management priority." At the last show, Daihatsu held a joint press conference with Toyota, but this year President Takaya Yamada held his own press conference and declared "environmental technology" to be a key word like President Kyoji Takenaka of Fuji Heavy. President Rolf Eckrodt of Mitsubishi Motors also emphasized his group's environmental technologies, highlighting Mitsubishi's collaboration with Daimler-Chrysler to develop a fuel cell vehicle.

This year saw the first press briefings for three newly appointed presidents, Takeo Fukui of Honda, Hisakazu Imaki of Mazda and Hiroshi Tsuda of Suzuki. Fukui said, "Our theme is 'liberating technology' that embodies the innovative concepts generated by free thinking." Imaki and Tsuda emphasized the "freshness" of their vehicles, focusing their remarks on concept cars and new models.



Mr. Takuma Sato, who placed sixth in the F-1 Japan Grand Prix after entering "on a lark" talks with Honda President Fukui.

## Import brands emphasize history and stronger sales in Japan

### Announcing alliances and global strategies

The Renault booth is located opposite Nissan, with whom it enjoys a partnership. The theme for its press briefing was, "Renault: Resisting Boredom." It emphasized the entire flow from present to future by displaying a wide selection of its major models, everything from F-1 machines to concept cars to the fashionably-designed "Megane." Volkswagen boasts the highest share of any import brand on the Japanese market, and Chairman Bernd Pischetsrieder highlighted its "enthusiasm for cars" and high levels of design and technology, focusing his remarks on the new "Golf" and "Concept R" models that are on display as reference exhibits.

The General Motors corner includes both Opel and Saab, and Vice Chairman Robert Lutz declared that the company was not just "on par with others," maintaining its position at the top by quickly responding to changing times. Also attending the GM briefing were Chairman Osamu Suzuki of Suzuki and President Kyoji Takenaka of Fuji Heavy. During his remarks, Lutz discussed GM's intention to "make active use of the marketing networks of our partners," an indication that the company will be more aggressive in the Japanese market and an expression of the strength of the GM alliance in Japan.

DaimlerChrysler has built a worldwide network of alliances, and divides its exhibit into separate corners for Mercedes-Benz, Chrysler and Smart in order to emphasize their brand strengths. Professor Jurgen Hubbert of the company's Board of Management, Mercedes-Benz Passenger Cars & Smart, emphasized that Mercedes-Benz "will continue to develop advanced technologies that lead the automotive world."

The Ford group exhibit contains offerings from Ford, Mazda, Volvo, Jaguar, Land Rover and Aston Martin. During the briefing, Ford emphasized "a century of car making beginning with the Model T," and also highlighted the group's global network, including Ford Europe.

Speaking for BMW, Chairman Helmut Panke announced a target of "150,000 vehicles in the Asian market five years from now." Pointing to the attractive new offerings being launched by BMW, he declared that the company "would never be satisfied with maintaining the status quo." Hyundai announced its global slogan and expressed its ambitions for the global market.



Professor Hubbert of DaimlerChrysler with children from around the world.



Suzuki Chairman Osamu Suzuki (left) with GM Vice President Lutz in the GM corner.



Vice President Richard Parry-Jones underscores Ford's "century of car making."

## ◆ Special Viewing for People in Wheelchairs: Excited to Finally See the Show

Public exhibition days are almost always crowded at the Tokyo Motor Show, so this year a special viewing time was set aside for people in wheelchairs on the afternoon of the second Press Day, the 23rd, when the show is relatively easy to navigate. A total of 600 people took advantage of the opportunity, 254 in wheelchairs and 346 accompanying people.

The comments were universally enthusiastic and improving: "I've always wanted to see the show and I'm happy I finally could," said Kazuki Kurano from Kanuma, Tochigi. "I'm surprised at how different the cars are from what you normally see," commented Kazuo Maruyama from Nakano, Nagano.

Preparations were made for a special wheelchair viewing of the 35th show held in 2001 but had to be abandoned after the 911 terrorist attacks in the United States. This was therefore the first wheelchair viewing and all participants were in agreement that "it should definitely be done again," as voiced by Yoshiko Hioki of Hadano, Kanagawa.



## ◆ Introducing sponsoring companies — Booths in the Central Mall —

A sponsor corner was set up in the Central Mall to introduce the eight companies participating in the Sponsorship Program, including Auto Wave, Tsubasa System, and Sony Computer Entertainment.

In addition, other sponsors like Showa Shell Sekiyu, Mobilecast, Microsoft, Japan Tobacco, and Suntory have their corporate logos displayed there, with catalogs and pamphlets available for visitors.

The Tokyo Motor Show is becoming a new means of publicity for a wide variety of companies.



### TOPICS

#### Grade School Reporters Enjoy Their Job

Several child reporters joined regular members of the press for the first Press Day. Five elementary school students (three boys and two girls) were selected by the Asahi Shimbun to represent the Asahi Elementary School News. Equipped with press badges, cameras and notebooks, they fanned out across the exhibition trying out cars and asking questions. All of the "reporters" were enthusiastic about their assignment and agreed that it was "interesting" and "fun." Kei Ogura of Kamata Elementary School in Tokyo said he was "asking questions about safety and environment." Indeed, all of the children seemed particularly interested in the environment. Misaki Watanabe of Ohno Elementary School in Sagami-hara, Kanagawa said that she would be "presenting her report in front of the school." In the afternoon, the young reporters took the opportunity to study fuel cell vehicles before they left.



### Today's EVENTS

#### ★ Symposiums

14:00~17:30 **New Safety Technologies**  
(Room #201)

15:00~16:30 **The History of the Tokyo Motor Show**  
:Close Up Events that Changed History  
(International Conference Room)

#### ★ Fiesta Mariscos

14:15~14:45 Festival Park (West Rest Zone)

#### ★ "Traffic Moral Saver Anzenger" show

16:00~16:30 Festival Park (West Rest Zone)

#### ★ Clean Energy Vehicle Test Rides

10:30~16:30 Clean Energy Vehicle Test-Rides  
(Makuhari Seaside Park)

Visitors for October 23 **4,300**

Total Press Day Attendance **12,300**

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