

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

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JAMA



Monday the 27th was the first weekday of the show, and the gates opened at 10:00 AM. With fair to partly cloudy weather, visitor turnout was strong. The slightly older crowd and businesspeople took advantage of lighter weekday attendance to view the show at a more leisurely pace. Even still, there were plenty of young people and families in the West Rest Zone for the live cooking show and "Trial Bike Demonstration" traffic safety events. Clean Energy Vehicle Test Rides were booked solid.

# "Japanese Styling"

## Expresses New Ambitions

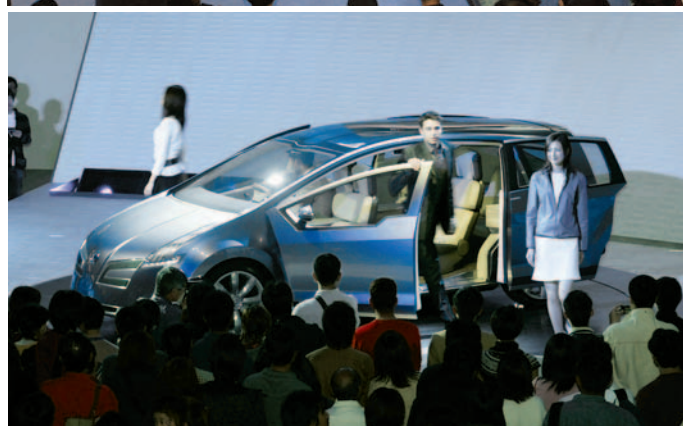
Nissan is celebrating its 70th anniversary this year, and it is returning to its roots in traditional Japanese styling to celebrate the "Nissan DNA" that has spread throughout the world. During the press briefing on the 22nd, it unveiled the beautifully designed "JIKOO" (Japanese for "time and space"), a concept car that fuses high-technology with traditional craftsmanship.



**NISSAN**

The Nissan booth is located in the Center Hall. Visitors are greeted by a front stage with two large screens; a dynamic arena theater surrounds the booth. Cherry blossoms and the bright fireworks fill the night sky. The "Fairlady Z Roadster" on the center stage is the first to get the spotlight. As a handsome couple dances around the car, the audience is drawn into a strange imaginary space that constantly shifts between the ancient capital of Edo and a modern urban megalopolis.

Nissan has 18 vehicles on display at the show, 8 reference models and 10 commercial passenger cars. The most enthusiastically received were the concept cars and their Japanese imagery that indicates a new design direction for the company.



The "FUGA" (top right) charts a new course for luxury models. The design theme for "SERENITY" is "Japanese DNA" (bottom right).

## "Japanese imagery in a modern design"

The "Fuga" is located to the left of the front stage. The name of this concept car comes from the Japanese word for "elegance," and its interior was designed to express Japanese imagery in a modern setting. 4,930 mm long, 1,850 mm wide and with a wheel base of 2,950 mm, this is a large car with a spacious interior. There is more than enough legroom for a 180 cm tall person to stretch out comfortably even in the back seat. The platform is the "Front Midship" (FM) package that has received acclaim on the "Skyline" and "Fairlady Z," and it brings the "Fuga" world-class performance and stability.

Next to the "Fuga" is the "Serenity," a fusion of the sports sedan and the minivan. With room for six, this is a multipurpose saloon, but it brings new levels of luxury and comfort to the genre. Here too the design theme was "Japanese DNA," and the interior, with its cool, serene styling, projects a refined tranquility that is characteristic of Japanese culture.



"JIKOO" is designed with Edo period craftsmanship.



"REDIGO" stores its glass roofs in the classrooms on either side automatically.



"C-NOTE" explores new possibilities for the "petit-premium" car.



"EFFIS" has a newly developed "Super Motor" with two outputs.

## Fusing advanced technology with traditional craftsmanship

The "Jikoo" premiered at the show. It is a small, two-seater prestige open car created in honor of Nissan's 70th anniversary. The car will represent the company in festivities marking the fourth century since the founding of the Edo Shogunate. The concept for the car was "transcending space-time," and it takes its inspiration from the original Datsun "Roadster," creating a compact car that has touches of Edo craftsmanship throughout. It even comes with an "Edo Navigation" system, complete with Edo-period maps and scenery. The driver can view a modern-day map while the passenger's monitor takes an imaginary time slip into the past. Other concept cars of note at the Nissan booth include the "C-Note," a "petit-premium" car with a finely detailed interior, the "Redigo" that redefines the open roof car, and the "Effis," a compact car with a newly designed fuel cell system. All of these are ambitious projects and express Nissan's commitment to achieve the "sustainable, profitable growth" promised by President Carlos Ghosn in his "Nissan 180" business plan.

## French esprit

## Import exhibits



### Futuristic "Jewels"

Renault

Renault is decked out in its finest "jewels" for the Tokyo Motor Show. The most glittering is, without a doubt, the "Be Bop" concept car. It is on display in two varieties, an SUV type and a "Renault Sports" type. Both give a glimpse into the cars of the future.

The SUV version is a fully-equipped 4WD off-road vehicle. The sports version uses Renault's F-1 technology to build a sporty compact MPV with a 2 liter, 225 horsepower gasoline turbocharged engine. One of the design concepts for this car was to make efficient use of the interior spaces, and you can see this in the unique seating arrangements. The body styling focuses on aerodynamics; the innovative "water droplet" motif can be seen clearly in the windows.

The commercial model was named the 2003 European Car of the Year and is scheduled for launch in Japan next year. Other highlights include the "Mégane 2.0 Premium," "Mégane Coupé-Cabriolet," and "R23" F-1 machine.



The "Be Bop" (SUV) shows where the future is heading.



### Concept cars embody "dynamism and elegance"

Peugeot

Peugeot enjoys a high reputation on the Japanese market for its unique Coupé-Cabriolet (CC). This year, the "307CC," the successor to the "206CC," is making its Japan premiere at the Tokyo Motor Show. The rear seat of this four-seater is designed to fit two adults comfortably. The car is scheduled to make its market debut next spring as the "image leader version" of the "307 Series."

Want to go even higher than the "206 Series" or "307 Series?" Try the "607 Sport," Peugeot's top-of-the-line sedan, which is also on display. Another popular car with visitors is the "206 WRC" designed for WRC use. Likewise, the "407 Elixir" is an eye catcher.

All of the models on display provide a glimpse into Peugeot's future design motifs. They feature a subtle combination of dynamism and elegance, and these new sensibilities can clearly be seen in, for example, the coupe-like three-door station wagon that eliminates partitions and parcel shelves to create a one-room feel.



The "407 Elixir" stands out at the Peugeot booth.



### Stylish and fashionable throughout

Citroën

In prime position at the front of the Citroën booth is the "C-Airdream," a concept version of a future 2 + 2 coupe. Also on display are the "C3 Pluriel" and the "C2," both scheduled for launch on the Japanese market next year. The atmosphere is stylish and fashionable throughout.

The "C-Airdream" debuted at the 2002 Paris Salon. It features a sleek, large coupe body that was designed for aerodynamic performance and achieves a CD of 0.28. The car uses a V6 3 liter engine, but its biggest innovation is the "drive by wire" electronic control technology that it brings all of the operational controls, including steering, throttle, brakes, and shifting to the steering wheel.

The "C3 Pluriel" reference exhibit features a removable roof arrangement and that allows for a number of different body types in this uniquely structured and eminently fun car.



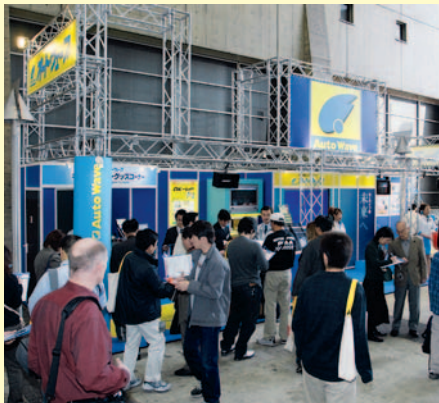
"C-Airdream" offers superb aerodynamics.

# TOPICS

## Energy and variety

### Auto Wave

It is hard to miss the yellow "Auto Wave" signs posted at the gates, hanging from the Central Mall ceiling, and fluttering elsewhere around the show. Auto Wave's booth is located in "Yasuragi" Mall and expresses the full range and energy of this company, which offers everything from parts to maintenance to oil changes to "car beauty" treatments. Auto Wave is a local Chiba company participating in the Sponsorship Program, this is its first time at the show. Visitors crowd to the booth to answer its survey, almost to the point of overwhelming the staff. The company is using the survey both for publicity and for information gathering. "We want the booth to communicate our message to as many people as possible," says an enthusiastic staff member.



# TOPICS

## Entertaining show, good paella too

### Fiesta Mariscos

Two beautiful Spanish women dance flamenco, followed by an international mix of seven dancers showing their grace and skill. In between, two clowns entertain the audience with their antics. Fiesta Mariscos performs on a special stage in the Festival Park, located next to the West Hall. As the show proceeds, the aroma of home-style Spanish paella wafts in from the tent at stage left. After the show, everyone gets to try the food. Combining great performances with great cooking, this is one event not to be missed. (Weekdays only)



# TOPICS

## Even first-timers can be experts

### Motor Info Gate

"Motor Info Gate" is a convenient new service that allows visitors to search for show information from their mobile telephones. Visitors can sign up for the service at the Central Mall and two other locations. All it takes is a mail address and ID number to download the Info Gate information and move on to the show.

Information about your favorite booths and how to get there is immediately available, as is information about events and restaurants. "Motor Info Gate" is co-sponsored by Toppan Printing and allows even first-time visitors to become motor show "experts." Veteran motor show goers will find it an incredible resource too.



## Today's EVENTS

### ★ Symposiums

- 13:00~15:00 **Environment-friendly Cars of the Future** (International Conference Room)
- 14:00~16:30 **Cars for the Active Elderly** (Room #201)

### ★ Bay FM

11:15~11:45 Festival Park (West Rest Zone)

### ★ Fiesta Mariscos

13:00~13:30  
15:00~15:30  
17:30~18:00 } Festival Park (West Rest Zone)

### ★ Trial Demonstration

13:45~14:45  
15:45~16:45 } Festival Park (West Rest Zone)

### ★ Clean Energy Vehicle Test Rides

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

## Press Impression

**Kingsley Wijayasinha** (Thailand)  
Automotive Editor  
The Nation newspaper



### Clean design, great atmosphere

This is the first time I've covered the Tokyo Motor Show in four or five years. The first thing I noticed when I came in the hall was how well-designed the passageways are. It's easy to get around and do coverage. I also like how the exhibits have clean designs and the atmosphere is great.

Of course, the technology in the concept cars is excellent too. Obviously, I'm trying to identify and cover the new models that look like they will do well in the Thai market. The most memorable for me, including the design, is the Honda Odyssey. I also like the Opel, but I think it's mostly the Japanese cars that will sell well in Thailand.

Visitors for October 27 **84,600**

Attendance to date **399,100**

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