

The 37th
Tokyo Motor Show
Passenger Cars & Motorcycles

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JAMA



Wednesday the 29th was a beautiful fall day. You could hardly believe that Tuesday had been so rainy. Visitor turnout was again strong, with young people lining up at West Gate 1 and North Gate 1 before opening. Fair skies throughout the afternoon brought a growing number of young couples and families to the show. Because the media has been reporting the novelty of the overall exhibits, visitors seem to be spending more time than usual at the booths, carefully viewing the vehicles.

Passion, Performance, Perfection

Exciting cars and attractive designs



MITSUBISHI MOTORS

"Does your car make your heart beat faster?" That is the question asked by the Mitsubishi Motor booth. The company's key words this year are the "3 P's": "Passion" (for the creation of next generation products), "Performance" (cutting-edge technology developed in motor sports) and "Perfection" (the delicacy of Japanese creative activity). Mitsubishi has a number of attractively designed concept cars on display that illustrate this new and exciting relationship between people and vehicles.

Located in the East Hall, the Mitsubishi Motor booth displays 19 vehicles, including two rally cars and four concept cars. All of the cars are finished in Mitsubishi's corporate colors, red and silver, to bring a unified image to the booth. "We're trying to differentiate Mitsubishi from the other booths," explains a staff member.

Among the most popular exhibits are the two rally cars in the motor sports corner near the central aisle, the "Lancer Evolution WRC2" and the "Pajero Evolution." Mitsubishi will return to the WRC (World Rally Championship) in 2004, and the Lancer participated in the 2003 WRC as a test vehicle. The Pajero was designed to run the Dakar Rally in 2004. The booth is crowded everyday with motor sports fans armed with their cameras.

Four Design-oriented Concept Cars

Mitsubishi's four concept cars are located in the center of the booth, surrounded by silver-metallic market vehicles. The small car, "i," and the aluminum-bodied, retro-flavored "SE-RO" use an "under floor midship layout" minicar chassis currently under development. The new chassis features a 2,560 mm long wheelbase that outdoes any other mini model currently available. Both come with packages that take advantage of the longer chassis.

There are also two open models on display, the "Tarmac Spyder," with its striking bright-red body and high-power engine, and the "CZ2 Cabriolet," a casual four-seater.

On the environment side, Mitsubishi displays a fuel cell vehicle (FCV) that runs on a fuel cell system supplied by its technology partner, DaimlerChrysler. The "GDI," Mitsubishi's next generation of low-pollution, fuel-efficient engines has its own corner as well.

MITSUBISHI MOTORS



The "Tarmac Spyder," a high-performance sports model.



The "CZ2 cabriolet" is targeted at females.



The "i" small car (top) and the aluminum-bodied, retro-flavored "SE-RO" (bottom).



Fuel cell vehicle (FCV) with DaimlerChrysler fuel cell system.

TOPICS

SmōCar 2 South France Comes to the Tokyo Motor Show

Sponsorship Program Japan Tobacco (JT)

Smokers find themselves increasingly unwelcome wherever they go, but "SmōCar 2," located in the West Rest Zone in front of Festival Park, is a space devoted to "sensible adults who possess good smoking manners."

Besides providing a relaxing place to light up, the lounge is something to view in its own right with its unique body based on a large truck and colored in French blue and pastel yellow to create the image of "a bus heading for vacation in southern France during the 1960s." Smokers can relax at the counter bar and enjoy the panoramic view. They are welcomed by attractive "SmōCar Girls."



TOPICS

Gran Turismo 4, a Staple of the Tokyo Motor Show



"Gran Turismo" seems to have become a staple of the Tokyo Motor Show. Weekdays and weekends alike, lines form from early morning to get a chance at this thrilling driving simulator--the place is packed in literally no time. Located in the Central Mall, the formal name for this corner is the "Gran Turismo 4 Test Drive Arena." It is provided courtesy of Sony Computer Entertainment, who also participates in the sponsorship program. There are 25 PlayStation 2 machines and a motorized six-axis GT simulator is available. Visitors can test their skills on five courses, including a rally.

Ambitious Exhibits Highlight Brand Strengths

Import exhibits



Mercedes-Benz

MAYBACH



Attractive Lineup Features New Research Vehicles

Mercedes-Benz/MAYBACH

Like last time (the 35th show) Mercedes-Benz uses a multistory structure for its booth. Each floor has a different theme. The second floor, for example, contains the "F-Cell," a fuel cell vehicle based on the "A Class" that highlights Mercedes-Benz's environmental efforts. Wherever you go, Mercedes has displays and models that will attract your eyes and your interest.

Located in prime position at the center of the first floor is the "F500 Mind," a reference exhibit. To the front and center is the "SLR McLaren" super sports car, flanked by two models scheduled to be on the Japanese market, the "Viano" MPV and the "Vaneo." A total of 17 vehicles can be seen, including the "Mercedes-Benz CL 65 AMG," the strongest car in the history of Mercedes AMG. Mercedes fans will also enjoy the "Maybach 62," a return to the company's tradition of producing the finest in luxury cars.

The "F500 Mind" show car was designed from the latest research and embodies the vision of Mercedes-Benz for the future of automotive technology. It serves as something of a "running laboratory" for the company. Among its innovations are a night vision system with infrared laser headlights, two-way doors and a multivision system, all of which are on the road to future commercialization.

What garners the most attention, however, is the "SLR McLaren." Based on the "Vision SLR" shown at the 33rd Tokyo Motor Show, this is a 21st century sports car with an infusion of McLaren racing technology. The V8 engine features a newly developed supercharger and offers an incredible 626 horsepower, placing it squarely at the peak of Mercedes-Benz sports cars.



The "SLR McLaren" is built with F-1 technology.



"Vaneo" offers a roomy interior in a compact size.



Original Designs, Innovative Technologies, Quality Improvements

Chrysler/Jeep

The Chrysler group is displaying its efforts in technology innovations and quality improvements on top of its original designs at the Tokyo Motor Show. Representative of this are the "Chrysler Crossfire," which is scheduled for launch on the Japanese market in the near future, and the "Chrysler 300C Touring" and "Jeep Treo" concept cars.

The "Chrysler 300C Touring" is a full-size station wagon that combines an American image with a modern design. It again uses the newly developed FR and a large-displacement V8 5.7 liter engine. This is a luxury touring wagon, one of Chrysler's traditional strengths, and is scheduled for launch in the European market.

The "Chrysler Crossfire" is making its first appearance in Japan. Originally a concept car, this two-seater specialty coupe has been promoted to a market model. Jeep's "Treo" concept car was clearly designed with young, entry-level buyers in mind.



The "Chrysler 300 C Touring" updates the traditional American car image.



Ladies Love these Fashionable Compacts

smart

Young women love the cutely-styled "smart" cars, and the new second-generation models are attracting lots of attention.

The "forfour" is a 3,752 mm long compact car that shares a platform with the Mitsubishi "Colt." DaimlerChrysler and Mitsubishi are partners. With five doors and four seats, the car offers sporty driving with a distinctive "smart" styling. The coloring for this fashionable compact is based on smart's two-tone identity coloring scheme.



The "forfour" comes with several engine variations.

Environment-friendly Cars of the Future



◆Speakers

Midori Miyazaki

(Associate Professor, Faculty of Policy Informatics, Chiba University of Commerce)

Tadashi Tateuchi

(Managing Director, Japan Electric Vehicle Motor Club, Journalist)

◆Presentations

Utase Elementary School (Chiba) 4th grade (106 children)

The symposium presentations were made by the 4th grade at Utase Elementary School. Children were encouraged to think freely about how cars could become more environment-friendly, and drew pictures to illustrate their ideas. Divided into 10 groups, they presented concepts like "cars you can assemble yourself" and "fold-up cars" that can be sized according to the number of passengers or "light, safe cars" with strong N-pole magnets on front and back to avoid collisions. The audience could be seen nodding and occasionally smiling to the ideas presented.

Miyazaki served as the MC, asking questions about the presentations and making comments.

Tateuchi and Miyazaki also had a talk session during which Tateuchi described his activities to promote electric vehicles, environment-friendly lifestyles and greater awareness of the environment on the part of adults. While praising the children for their ideas, he emphasized that "dealing with environmental problems is something we have to do as individuals a little bit at a time," and encouraged "the children to build clean vehicles based on fresh ideas when they grow up."



Tadashi Tateuchi

Cars for the Active Elderly



◆Keynote address

"Motorist Lifestyle for Active Seniors"

Aritsune Tokudaiji, Motor Journalist

◆Speakers

"Senior Lifestyle and Autos"

Mitsuo Mizobata, Head, Research Group of Human Care, Tokyo Metropolitan Institute of Gerontology

"Characteristics of Senior Drivers"

Kaneo Hiramatsu, Chief Senior Researcher, Japan Automobile Research Institute

"The Future of Lifestyles and Cars for Senior Women"

Kayoko Hara, Manager, Vehicle and Transportation Research Laboratory, Nissan Research Center

"Creating People-friendly Cars"

Tetsuya Tada, Chief Engineer, Product Planning Division, Toyota Development Center II

◆MC Dr. Minoru Kamata, Professor, the University of Tokyo

Tokudaiji had some advice for seniors: "Have fun with your cars, but understand that your body is growing weaker." Hiramatsu commented, "Cars are a valuable part of your silver years, but as your abilities decline, you need to be more aware of the people around you." From the automaker side, Hara said, "Cars are essential for senior women, and we want to build cars that are suited to their lifestyle." She showed the audience some new ideas for cars based on female perspectives. Tada described universal-design cars that have already been commercialized, saying, "These are people-friendly cars designed to be easy to use and provide active lifestyles for everyone from children to seniors."



Aritsune Tokudaiji

TOPICS

Professional Technique Thrills Audience Trial Bike Demonstration

Whether it's "wheelies" or "jackknives", the "trial bike" motor sports demonstration at the Festival Park is a crowd pleaser. The audience was enthusiastic with its applause for the professional techniques on display.

Showing their stuff were Naoki Kobayashi and Motoharu Honda, making difficult moves like the "see-saw" and "crank" appear simple. In between stunts, they talked about the importance of traffic safety. For the finale, the two motorcyclists drove onto the roof, using a 4 m slope created from the top of a section car. Along with the demonstration was a "Traffic Safety Post" where visitors were encouraged to write a "Traffic Safety Pledge" on a postcard to be delivered to themselves, allowing them to reconfirm their commitment to traffic safety. There is also a "Safety Commercial Contest" where visitors can vote for their favorite TV commercial. All events run until the 31st.



Today's EVENTS

★ Symposiums

10:30~17:00 42 V Power Net Brings Greater Environment-friendliness and Comfort (Room #201)

13:00~16:00 Environmental Issues and Efforts in Asia (International Conference Room)

★ Bay FM

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

★ Fiesta Mariscos

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

★ Trial Demonstration

12:00~13:00 } Festival Park (West Rest Zone)
15:45~16:45 }

★ Chiba Prefectural Police Band

13:45~14:25 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 29 **87,100**

Attendance to date **561,700**

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