

Beautiful fall weather on Thursday the 30th accompanied a measure of calm to the midpoint of the Tokyo Motor Show. Young people were again prominent, but there was a considerable number of older visitors. The young people's interest appeared to focus on the "participation-oriented booths" where they could touch and sit in the cars rather than just look at them. Outside, crowds took advantage of the warm weather to enjoy the music of the Chiba Prefectural Police Band. The South Rest Zone with its large outdoor areas became a haven for tired visitors looking to rest in the autumn sunlight.



Zoom-Zoom to the Future

Mazda's concept cars (left to right): "WASHU," "IBUKI" and "KUSABI."



"AXELA" boasts world-class safety and environmental performance.

"Zoom-Zoom to the future" is Mazda's brand message advocating "fun driving for all cars." The company has a total of 24 vehicles on display, both reference and market models, including the newly launched, next-generation sports compact "Axela." The booth has a two-floor structure that is visually appealing with its large scale and dimensional presentation.

The first thing you hear when you enter the Mazda booth in the Center Hall is its well-known "Zoom-Zoom" song. "Zoom-zoom" is a children's phrase to describe the sound of a running car, though in Japanese this corresponds to "boo-boo." There is an information counter in the center of the booth, and the two stages in front and behind are displaying the "Axela." The "Axela" in front along the central aisle is blue; the one in back, red. This is a strategic car for Mazda, representing the fourth in a line of next-generation products and embodying all the strengths of the "Atenza," "Demio" and "RX-8." It has only recently been developed, and the staff was enthusiastic in presenting it.

The Ultimate in Sports Cars

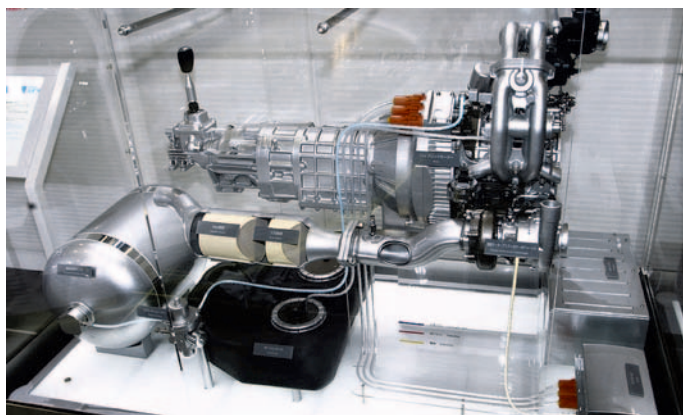
On the center front stage, Mazda lines up its three concept cars: "WASHU," "IBUKI" and "KUSABI." With traces of traditional Japanese architecture in its interior, "Washu" represents a completely new genre of six-seaters. "Ibuki" is an open-body, lightweight sports car, billing itself as a near-future "Roadster" that takes "the oneness between car and driver" to the limit. "Kusabi" means "wedge" in Japanese. The car, named for its wedge-shaped cabin, is a 2+2 coupe-body sports car that will enrich and enhance the daily lifestyle. Mazda has capital ties with Ford Motor, and in September, Mr. Hisakazu Imaki was appointed as its first Japanese president in seven years. The company is known for demanding the ultimate in driving performance from its vehicles, and that obsession has paid off. Since the early '90s it has been producing more than 10,000 sports cars a year. The exhibits on the central stage encapsulate what Mazda is all about.



The "RX-8 hydrogen RE" uses a "Renesis Hydrogen Rotary Engine."

Hydrogen Rotary Engine in the Technology Corner

Mazda's technology corner further underscores the company's insistence on performance excellence. The centerpiece is the "Renesis Hydrogen Rotary Engine," a Mazda original that runs on both hydrogen and gasoline. The company also shows a hybrid system that combines the hydrogen rotary with an electric motor, and a turbocharger with electric motor assistance. All of these technologies attempt to bring greater environment-friendliness without reducing driving pleasure.



Technology exhibit emphasizes environment and performance.

TOPICS

Chiba Prefectural Police Go All-out for the Tokyo Motor Show

— Governor Domoto Encourages the Troops —

The Chiba Prefectural Police Headquarters works in close cooperation with the Tokyo Motor Show, managing the traffic around Makuhari Messe and also setting up a popular Traffic Safety Corner in Festival Park (West Rest Zone). The police band provided music for the Opening Ceremony on October 24 and also entertained visitors on the 30th.

The police corner features hands-on displays of police motorcycles and patrol cars; a steady stream of children can be seen proudly posing for the camera on top of the bikes. Meanwhile, other children wear specially-produced kid's size police uniforms. Salutes are a popular pose. After the pictures are done, the children are issued "driver's licenses" laminated with their photos. The police also have the "Seat Belt Convincer," a machine that allows you to experience why seat belts are necessary, and a special car that determines driving aptitude.



Governor Akiko Domoto (left) encourages the troops while visiting the show for the Opening Ceremony. She is seen here with Police Chief Hideshi Mitani riding the "Seat Belt Convincer."



The newest recruits to the force.



Goji Sekine conducts the popular Chiba Prefectural Police band, which has a repertory of 2000 pieces. Between numbers, policewomen talk to the audience about traffic safety.

Joint Exhibits Emphasize Group Power

Import exhibits



A Century of Automaking and a Passion for Sports

Ford

The Ford group's joint exhibit occupies about two-thirds of the south side of the Center Hall. It shows six brands, including Mazda, in this display of group power.

Ford itself is in the center, and it immediately attracts the eye with the "Ford GT," produced to commemorate a century of automaking. Beginning in 1966, the Ford GT recorded an incredible four-year winning streak at Le Mans, and that legendary machine has come back to life, retaining its classical design but updated to create a practical, modern road car. With a V8 5.4 liter supercharged engine on the midship, this high-performance super car produces 500 horsepower.

Another not-to-be-missed vehicle at the Ford booth is the "Fiesta RS Rallye," which is sure to delight WRC fans. This is a wider, lower, and more aggressively styled version of the new "Fiesta."



"Ford GT," the inheritor of glorious legend, soon to be launched.



Concept Cars with Advanced Safety and Environment Functions

Volvo

The Volvo booth focuses on safety, using cutaway models to demonstrate the rigidity of its bodies. Visitors are drawn to the "Volvo S40," a new model that debuted at the Frankfurt Motor Show and features an Intelligent Driver Information System (IDIS). IDIS uses a computer to determine driving conditions and take appropriate measures to enhance safety.

The "Versatility Concept Car" (VCC) in the center of the booth represents Volvo's take on the future of high-class estates. The goal for the designers was to create a "smart luxury car," and they came up with a vehicle that has an in-line six-cylinder, 2.6 liter, 250 horsepower engine but still gets 15.4 km to the liter. It even carries an air cleaner system that absorbs HC and NOx emitted by other vehicles.



Environment-friendly "VCC" with a roof that incorporates solar panels.



F-1-based Luxury Saloon

Jaguar

The wall of the Jaguar booth is adorned with the "R4" F-1 machine in "British racing green," but the star is the new "XJR," the latest in the "XJ" series that features aluminum monocoque bodies. It boasts sportiness with elegance.

The Jaguar "XJ" is popular in Japan as a luxury saloon, and the sports model sets itself apart with its mesh front grill, not to mention its enhanced air suspension and brake systems that will allow drivers to enjoy sports car driving even more.



Sporty "XJR" in new Jaguar series.



New Models Make an Impression

Land Rover

Land Rover is one of the main players in the off-road genre, and it brings six vehicles to the Tokyo Motor Show, including the new "Freelander HSE." The booth is stately and elegant. The "Freelander HSE" has a Range Rover look to the front grill, but with a more modern image. The twin pocket headlamps enhance functionality as well.



New "Freelander HSE" with a Land Rover look.



ASTON MARTIN

New Models for a New Age

Aston Martin

The "DB9," a fluidly styled coupe with an understated body color, stands out in the Aston Martin booth. The car features an aluminum bonded frame and a V12, 6 liter engine capable of speeds up to 300 km/h. Continuing where the "DB7" left off, this newly debuted model heralds a new age of craftsmanship and innovation for the company. The "DB9" seems destined to lead the 2+2 sports car segment.



"DB9" bodywork, reminiscent of a muscular body.

Direction of Next-Generation Low Emission Vehicle Fuel and Technology



◆Speakers/panelists

Hisashi Ishitani
(Professor, Graduate School of Media and Governance, Keio University)
Yasuhiro Daisho
(Professor, Dept. of Mechanical Engineering, Waseda University)
Kiyoshi Nakanishi (Managing Officer, Toyota Motor Corporation)
Stephen K. Carlisle (Vice President, General Motors Asia Pacific (Pte) Ltd.)
Dr. Klaus Bonhoff
(Head of Fuel Cell & Alternative Powertrain Vehicles, Product Management & Market Development(EP/FAP), DaimlerChrysler AG)

◆Panelist

Sachihisa Tabata (Director, Ministry of Economy, Trade and Industry)

From the perspectives of industry, government and academia, this symposium considered how low-emission and fuel cell vehicles would develop and spread in the future and what this would mean for drivers and society in general.

Tabata spoke first on behalf of the sponsor. He was followed by Ishitani, who reported on a Ministry of Economy, Trade and Industry committee on the "direction of next-generation low emission vehicle fuel and technology" that he chaired. After this, Daisho spoke on "Environment

and Energy Problems and Solutions in Automotive Technology." Ishitani emphasized the effectiveness of spreading and promoting CNG and other clean fuels. Daisho said the "keypoint from the environmental perspective is diesel counter-measures."

Following these remarks, three companies were made presentations on their development of fuel cell vehicles and their strategies for the future, after which the panel discussion began. Nakanishi said that "hybrids will be Toyota's mainstay for the foreseeable future." Carlisle said, "GM wants to lead the way in raising the level of fuel cell vehicles to the point that they can compete with gasoline vehicles. Our goal is 2010." The panel agreed that it was essential to develop and spread "fuel cell vehicles" from the perspective of global environmental protection and long-term energy policy, but it also acknowledged the challenges of costs and catalyst technologies. Ishitani closed the symposium by emphasizing "the need for competition and cooperation from global perspectives to solve the problems."



Hisashi Ishitani

Reducing Traffic Deaths by Half: Perspectives and Insights on Safety, Peace of Mind and Self Responsibility



◆Keynote speech

"A Trauma System for Reducing Traffic Accident Deaths"

Kunihiro Mashiko M.D. (Director and Associate Professor, Dept. of Emergency and Critical Care Medicine, Chiba Hokusou Hospital, Nippon Medical School)

◆Speeches

"Driving Mistakes Will Not Go Away!"

Shinichi Yoshida (Senior Research Engineer, Research Division, Institute for Traffic Accident Research and Data Analysis)

"Only a Fine Line Between Caution and Carelessness"

Yukiko Kakimoto (Professor, Jissen Women's University)

"Proper Use of Child Safety Seats"

Rumiko Iwasada (Motor Journalist)

"Shifting the Trend from Fast Driving to Good Driving"

Hideki Kashiwa (Motor Journalist)

◆MC Dr. Sunao Chikamori (Professor, Dept. of Mechanical Engineering, Faculty of Engineering, Shibaura Institute of Technology)

Each of the speakers provided information and advice on their areas of specialty. Mashiko, in his keynote address, emphasized the urgency of developing emergency medical centers, including "doctor helicopters" that could respond to accidents within the first hour. Yoshida emphasized that reducing traffic fatalities by half would require new programs for elderly pedestrians who, he said, tend to be the majority of victims.

Kakimoto brought a different perspective, arguing that "preventing accidents requires internal measures to increase care and attention, as well as external, engineering measures to better enable machines to save people." Iwasada said that driving mothers needed to understand the importance of child seats. The symposium concluded with comments from Kashiwa on the importance of motorcycle safety: "It's not just better technology that we require. We need to understand the value of life."



Kunihiro Mashiko

TOPICS

E-mail a Photo with the Campaign Girls

Sponsorship Program Microsoft

The Microsoft booth, located in the Central Mall, is a popular attraction, not the least because you can take a photograph with the campaign girls and e-mail it to your friends. A participant in the Sponsorship Program, Microsoft is, of course, primarily known for its computer products, but is taking this opportunity to advertise "Windows Automotive," its new operating system for vehicle information terminals. It even includes a list of companies that have "Windows Automotive" on board. In addition to the photographs, Microsoft also offers free Windows transfer stickers.



Today's EVENTS

★ Symposiums

13:30~15:00 **Traffic Safety:** Becoming the safest country in the world (International Conference Room)

14:00~17:30 **Mechanical, Electrical and Hydrogen Vehicle Technologies** (Room #201)

★ Bay FM

10:25~11:00
11:15~11:50
12:25~12:50 } 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)

★ The Commendation Ceremony for Safety Commercial Contest

16:45~17:15 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 30 **85,300**

Attendance to date **647,000**

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