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JAMA



November began with a drizzly, cloudy day. Turnout was initially low for a long-weekend Saturday, but the crowds gradually made their way to Makuhari, and the show regained its energy. As one might expect from a weekend, there was a wide range of visitors, from young couples pushing strollers, to families with children, to young people, women and old people. Interest seems to be turning towards vehicles that are either already or soon to be on the market; visitors could be seen listening attentively to the booth staff.



A live violinist helps to introduce the new "ai" commuter.



Daihatsu's core theme for the show is "Wonderful small — the future form." It examines the potential of the mini vehicle in four genres— "Fun," "Eco," "City" and "Life"— proposing new values and forms for each.

The Toyota group occupies roughly half of the East Hall, and Daihatsu is separated from the Toyota exhibit by the gentle slope that leads to the Toyota environmental technology display on the second floor.

This year, President Takaya Yamada held his own press briefing rather than joining with Toyota, and while the Daihatsu booth maintains the same common styling as the rest of the Toyota group, there are subtle differences

such as live violin performances by a studio musicians and a slightly different flavor to the design. The company leaves the ordinary-sized models to Toyota, concentrating instead on its forte, the minivehicle. It has five distinctive reference vehicles on display, and through them examines the new values and potentials of the small car. Yamada is clear about Daihatsu's goals: "We aim to be the leading company in compact cars."



"Open SARD SPECIAL" offers a refreshing open-air cruise.



"UFE-II" sets new standards in fuel economy.

## "UFE-II's" Amazing Fuel Economy

Daihatsu has reference vehicles on display for each of its highlighted genres. The "Copen SARD SPECIAL" is located near the central aisle. Of particular interest from a technology standpoint is the "UFE-II," a car that seeks the ultimate in fuel economy while also reducing CO<sub>2</sub> and other emissions. Daihatsu used repeated wind tunnel testing to rigorously reduce the car's aerodynamic resistance, bringing the CD rating down to just 0.19, which is close to that of an airplane. The "UFE-II" runs on a 660 cc engine/electric motor hybrid system and seats four while still achieving 60 km/l in Japan 10-15 mode cycle.

Another highlight at Daihatsu is the new "ai" commuter. This is a two-seater, with the small seat in back designed specifically for children. The "D-BONE" is a 4WD open-top sports car with dune buggy styling. At the other end of the spectrum is the ambitious "XL-C" concept car, a stylish, elegant sedan that brings luxury to the mini class.

Daihatsu's development prowess can clearly be seen in its ambitious technical exhibit, including the "TOPAZ 2CDDI" with its 660 cc 2-cylinder inline, 2-cycle, direct fuel injection diesel engine and superb fuel economy, and the highly-regarded, self-regenerating "Intelligent Catalysts."



"D-BONE," a distinctively-designed 4WD open sports car.



"XL-C," a stylish, elegant small sedan.



## "OROCHI" Evolves

# Mitsuoka

Mitsuoka made its first appearance at the Tokyo Motor Show two years ago for the 35th show (the previous passenger cars and motorcycles show). This time, its themes are the "future" and the "present." The "OROCHI prototype" is a full-fledged midship sports car with a distinctive styling. The car has evolved since the last time it was exhibited and now fully clears all of the safety standards. The "ZERO1 Concept" is an open sports model designed as a road-worthy racing car.

Also at the Mitsuoka booth are the "NOUERA," a classically-styled luxury model scheduled for launch, the "GaluE Limousine," the last "VIEWT" the company will produce, and the "CONVOY 88," a compact electric vehicle already on the market. The Mitsuoka booth is located in the Center Hall, and like last time it is constantly overflowing with visitors who are enthusiastic about its unique, creative designs.



The ever-popular Mitsuoka booth.

## TOPICS

### Commercial Prize Goes to "Someone Important to You"



From left to right, Messrs. Kato, Ishikura, Kuribayashi and Komoda.

The "Safety Commercial Contest" asked visitors to vote for their favorite traffic safety commercial. The polls closed on October 31st, and the prize went to "Someone Important to You," created by Takeshi Kuribayashi (Kawasaki-shi, Kanagawa Prefecture). The contest was run by JAMA as one of the traffic safety events for the 37th Tokyo Motor Show. The awards ceremony took place on the special stage in Festival Park. Executive Director Kato presented Mr. Kuribayashi with ¥200,000 in prize money.

The theme for the commercial is "losing someone important to you in a traffic accident." It shows scenes of weddings and families enjoying their holidays superimposed with titles that say, "It's the little things" "that hurt the people you love" "Did you know that?" Kiyoshi Komoda, a motor journalist and member of the adjudication committee, praised the commercial for its emotional impact.

The adjudication committee narrowed down submissions to three finalists which were displayed to visitors at a special booth from the 27th. Viewers were asked to vote for their favorite. The other two finalists were "At the End of the Day" by Naoto Ishikura (Meguro-ku, Tokyo) and "Traffic Safety Protects Your Family," by Muneyoshi Akita (Nerima-ku, Tokyo). Both received digital cameras from Executive Director Kato as runners-up prizes.

## High-performance Vehicles from Germany

Import exhibits



### Full Lineup Emphasizes Brand Strategy

BMW / MINI

BMW has a full lineup on display in its passenger car booth, including the "645Ci." This new coupe represents a return for the first time in 14 years to the company's legendary "6 Series" and is squarely in the line of large BMW luxury coupes. As a special exhibit, BMW has brought the "WilliamsF1 FW25," one of the strongest contenders in the 2003 F-1 Grand Prix. The Mini corner rounds out this exciting exhibition.

The "645Ci" is a new design based on the 7 Series. Towards the front of the booth are the new "X3 3.0i" reference exhibit and the new "X5 4.4i" market model, both dynamic "sports activity vehicles" that emphasize BMW's "premium brand strategy."

MINI displays the "Cooper S John Cooper Works" and its special tuning kit in the John Cooper Works on the second floor.



The new "X3 3.0i" carries on the "X5 4.4i" tradition.



### A Philosophy of Innovation and Sportiness

Audi

Audi has a total of eight vehicles in its booth, seven of which come with its "quattro" permanent 4WD system. The company's philosophy of "Advancement through Technology" can clearly be seen in the sporty, progressive, sophisticated cars on display.

Visitors tend to congregate around the "A8 4.2 quattro" and the other two reference models. The "Le Mans quattro" concept car, first exhibited at the Frankfurt Motor Show, is particularly popular. Based on the "R8" that swept Le Mans three years running, this high-performance sports car comes with a V10, direct injection, 5.0 liter bi-turbo engine that outputs 610 horsepower. Like the "A8," the body is seated on an Audi Space Frame that emphasizes its strength, low lines, and volume while creating a compact feel. Only 4,370 mm long, this sports car seats two.



The silhouette of the "Le Mans quattro" is reminiscent of the "R8."



PORSCHE

### Two Styles of Overwhelming Performance

Porsche

Porsche is the epitome of the high-performance sports car, and its booth emphasizes this fact in two different settings, one around the "Carrera GT" image, the other around the new "Cayenne" model range. It is hard to say which is more impressive. The "Carrera GT" is at the front of the booth. Its carbon fiber-reinforced monocoque body and subframe exude the "Porsche racing car" image. The V10, 5.7 liter engine has overwhelming performance, producing 612 horsepower and is capable of speeds up to 330km/h. The company plans to launch it in Japan soon. The "Cayenne" is Porsche's new SUV that was launched last year and features the company's first V6, 3.2 liter engine.



The "Carrera GT" will be coming to the Japanese market soon.



### Originality and Pride

BMW Alpina

"Alpina" is BMW's line for "discriminating drivers." For the Tokyo Motor Show, the company has brought its new "B7" series and "Roadster S." The flagship is the "B7 Supercharge." The "B7" version name itself stands for "charged engines," and this model uses a radial compressor to charge the "Valvetronic." This is the first time the company has used the system. The V8, 4.4 liter, 500 horsepower engine makes this a high-performance limousine.



The classy "B7 Supercharge."

## Mechanical, Electrical and Hydrogen Vehicle Technologies (October 31)



### ◆Speakers

#### "The Technology of Belt, Chain, and Toroidal CVTs"

Dr. Hirohisa Tanaka (Professor, Dept. of Mechanical Engineering, Yokohama National University)

#### "The Technology of Hybrid Vehicles (Prius)"

Katsuhiko Hirose (Power Train Planning Dept., Power Train Development Group, Toyota Motor Corporation)

#### "Toyota's Development of Fuel Cell Vehicles"

Taiyo Kawai (Fuel Cell System Development Group, Toyota Motor Corporation)

#### "Fuel Cell Vehicle Initiatives"

Yuji Kawaguchi (Honda R&D Co., Ltd. Wako Research Center)

### ◆MC

Dr. Tohru Ide (3rd Power Unit Research & Experiment, Fuji Heavy Industries Ltd.)

This symposium reviewed the current status of some of the automotive industry's most exciting new technologies, continuously variable automatic transmissions (CVT), hybrid vehicles and fuel cell vehicles. Speakers provided many insights into the development

process and much advice regarding the spread of these technologies. Dr. Tanaka emphasized that "CVT technology achieves both fuel economy and acceleration." Hirose commented on the need to spread the technologies: "The continued rise in the number of vehicles on the road will affect living standards. Hybrid vehicles reduce CO<sub>2</sub> emissions so that cars will no longer be considered as the bad guys."

Kawai said, "Fuel cell vehicles are developed to as hybrids decrease fuel emission and increase efficiency." Kawaguchi noted some of the hurdles, saying, "These technologies have to have impact; we need to mass produce them or they will be meaningless from the point of view of preventing global warming."



Hirohisa Tanaka

## Traffic Safety: Becoming the Safest Country in the World (October 31)



### ◆Speakers

Kiyoshi Komoda (Automobile Journalist)

Eri Kitagawa (Actress)

Michael Krumm (Racing Driver)

### ◆MC

Hitomi Watanabe

This symposium started off in a very relaxed mood as speakers discussed their enthusiasm for cars, but the debate quickly heated up when data was presented indicating that the number of fatalities was decreasing but the numbers of accidents and injuries were on the increase.

Kitagawa talked about a stint she had as a driving school instructor, saying that she emphasized "simulations to sense danger before it." Krumm said that German driving schools require students to experience speeds of 200 km/h and quick braking. These com-

ments underscored the differences in driver education between the two countries and were listened to attentively by speakers and audience alike.

Komoda criticized two common driving practices in Japan, the use of hazard lamps to exchange "greetings" with other cars and the dimming the headlights while waiting at traffic signals. "These are mistaken and risky traffic manners," he warned. The entire panel agreed with Kitagawa that "drivers have to drive with kindness and care for other people." Throughout the session, speakers and audience alike reconfirmed the fact that traffic safety is a personal issue.



Michael Krumm

## Today's EVENTS

### ★ Police Motorcycle Demonstrations

12:00~12:30 1st. demo

14:00~14:30 2nd. demo

Festival Park (West Rest Zone)

### ★ "Traffic Moral Saver Anzenger" show

11:00~11:30

13:00~13:30

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)

## TOPICS

### "Monitor Man"

#### Comes to the Tokyo Motor Show

SUNTORY

Sporting a helmet TV, Suntory's "Monitor Man" character made his first attention-grabbing appearance at the Tokyo Motor Show. The character debuted in July; Suntory calls him a "moving medium." As he walks around the show, his helmet TV plays commercials for "Pepsi Man," "Natchan" and "DAKARA," all popular Suntory beverages, and also provides information on the Tokyo Motor Show events. Suntory participates in the Sponsorship Program and also provides most of the beverages in the vending machines, snack bars and restaurants at the show.



Yesterday's  
**VIP**

Thailand

Mr. KASIT PIROMYA

Ambassador of Thailand

Visitors for November 1 **147,600**

Attendance to date **887,100**

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