

The 37th
Tokyo Motor Show
 Passenger Cars & Motorcycles

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JAMA



November 3rd was the final holiday of the show, and people began to line up in front of some gates as early as about 7:00 in the morning. Booths held carefully-planned staff meetings to prepare for the expected crowds. The weather was overcast, but the show flooded with families as soon as the gates opened. The Kids Corner, where the Infant/Child Care Center, Children's Art Exhibit and Tomica Corner are located, quickly filled with playful children. Intermittent rain showers began in the late morning, but the weather did not seem to deter visitors; Makuhari Messe was full until the show closed at 7:00 PM.



Motorcycles

The domestic and foreign motorcycle exhibits are located in the North Hall and are consistently crowded with visitors. Exhibitor staff members are unanimous that "motorcycles are incredibly popular this year." Some booths even ran out of visitor pamphlets and had to limit their distribution. As always, the exhibits try to bring motorcycles closer to home and emphasize hands-on experiences. What is new this year is the number of young people and families coming to the motorcycles area, particularly the number of children who can be seen climbing on the bikes. The popularity of this corner of the exhibit is indicative of the growing popularity of motorcycles themselves.



The motorcycle exhibits in the North Hall are extremely popular. On November 3 alone more than 1,400 people "rode" the machine that took Valentino Rossi to victory in the MotoGP.

Honda's "Dream Wings"

The Honda motorcycle booth is located on the left side of the North Hall as you enter from North Gate 1. The theme is "Dream Wings." At the front are the racing models: the "RC211V" that was ridden by Valentino Rossi to dominating victory in MotoGP Championship 2003, and the "VTR1000SPW" of Honda Racing that recorded its seventh straight win in the Suzuka 8-Hour Endurance Race. These displays emphasize Honda's motor sports orientation and beckon visitors further inside the booth.

Once there, they are greeted by the "GRIFFON," a prototype that combines avant-garde styling with advanced technology. Honda calls this concept model a "sports commuter," and it points the way towards a new category of motorcycles for the future. In addition to a 750 cc horizontally opposed 4-cylinder engine, the bike has a linked front/rear wheel ABS and a vehicle proximity warning system for improved safety.

Honda includes several models scheduled for launch in its exhibit: the "Shadow <750>" with its low-and-long styling, the "CBR1000RR" that uses much of the same technology as the RC211V championship machine, and the newly-developed "CB400 Super Four Hyper VTEC Spec III." One of the highlights among the reference exhibits is the "Dio Z4 FI," which uses the world's first fuel injection system for a 50 cc 4-stroke engine.



The "GRIFFON" is part of Honda's main exhibit.



Imports are well represented with 6 booths and 8 brands.



Yamaha brings an artistic flare to its motorcycle exhibit. Seen here are the "DIVIDE" (left) and the "dolsa wind" (right).

Yamaha Goes "Artistic"

Yamaha's booth uses walls to divide up its aquarium-like displays. Its theme is "The Art of Engineering," and its exhibit looks at both the present and future states of "the art." It is within this striking setting that Yamaha unveils 6 Japan premiere models, treating them almost as if they were "objects." Inside the "fish tank" are models like the "mabrice" hybrid scooter that features in-hub motors on the front wheels.

Other unique "works" on display include fanciful models that suggest new lifestyles. Dominating the center of the booth is the flagship, export-spec "YZF-R1," a beautiful, exciting sports machine that shows its MotoGP design roots.

Suzuki Gives "Power to the Future"

The left front of the Suzuki booth features racers and motocross bikes, among them the "GSX-R1000." On the right side is the popular "Choinori" series of compact commuters. Overall, the layout is open and spacious.

Women and children are particularly captivated by the newly-added "Choinori SS" reference model. The most striking exhibit is the "G-Strider" concept model that embodies Suzuki's theme of "Power to the Future." Its low styling provides a more relaxed riding posture and greater riding comfort. Suzuki's proprietary electronically controlled CVT (Continuously Variable Transmission) makes this the ultimate in 900 cc automatic motorcycle riding.

Kawasaki Emphasizes High-Performance Models

The Kawasaki booth is decked out in the same lime green coloring that has become familiar from the circuit and field. The front turntable displays the "VN2000" mega-cruiser with a cutaway engine that helps to underscore the basic "Kawasaki-ism." On the central turntable is the "ZZR-X" concept model that allows the rider to select positions and functionality according to riding conditions. This is a multipurpose model designed to provide the ideal riding experience for high-speed tourers.



Yamaha's "YZF-R1" inspires the excitement of riding.



The "GSX-R750" (left) and "G-Strider" (right) reference models from Suzuki.



Kawasaki's "ZZR-X" combines sportiness with high-speed cruising.



Sylvie Rainville
Automobile journalist (CANADA)

Concentrating on concept cars

"We have a lot of Japanese and Korean cars in Canada now," Rainville explains. She herself drives a Japanese model, and she gets right to the heart of the appeal: "Japanese cars are small, cute and well-designed." Her coverage focuses mostly on the concept cars, and she found Toyota's "PM" particularly impressive. She also likes the hall layout: "It's really easy to cover."



Import Motorcycles Bring Distinctive Brand Images to the 37th Tokyo Motor Show

BMW calls its booth the "BMW Motorrad," and takes every opportunity to emphasize its brand image. Highlights include the "R 1200 C Montauk," a new cruiser, and the refined, sporty "R 1100 S."

Ducati emphasizes its racing-derived market models. The "999R FILA" is particularly popular. Ducati released it in a limited edition of 200 units to commemorate an astounding 200 victories in the 2003 Super Bike World Championships.

Harley-Davidson has completely redesigned its "Sportster" series for the first time in 18 years, and all of the new models are on display. Visitors also seek out the traditional atmosphere of the "XL 1200R," wanting to view the "king of bikes" up close.

KTM has a strong track record in off-road motorcycles, and the "990RC8" on display at the show represents its attempt to break into the world of on road racing.

Moto Guzzi's most popular exhibit is the "California EV Touring," a market model of the police motorcycle used in United States and Italy. It also displays two popular Italian vehicles, the "Magni Sports 1200S" (Magni) and the "Cruso" (Grüter+Gut).

Triumph displays the "Thruxton 900" for the first time in Japan. The motorcycle is based on the best-selling "Bonneville T100." In addition to the traditional models, it also has the "Daytona 600," the base model for the machine that won the Isle of Man race this year, a popular exhibit with Triumph fans.



The "R 1100 S" is a replica of the machine for the 2004 Boxer Cup Race.



KTM looks to join the road race circuit with the "990RC8".



The "999R FILA" embodies the Ducati brand image.



The "California EV Touring" is a popular American-type bike from Moto Guzzi.



The "XL 1200R" is a popular traditional model from Harley-Davidson.



The "Thruxton 900" is a hot model from Triumph.

The Appeal and Romance of the Motorcycle

(November 1)

Symposiums

◆Panelists

Koichi Iwaki (Actor)
 Masayuki Kakefu (Professional baseball commentator)
 Hikaru Miyagi (Racing Rider)
 Megumi Takemoto
 (Former Pitcher, University of Tokyo Baseball Team)

◆MC

Chiaki Takagi (Announcer, Shizuoka Asahi TV)

Iwaki told how he first became acquainted with motorcycles when he rode one as a newspaper delivery boy. Kakefu related how he became familiar with motorcycles after retiring as a professional baseball player and becoming a team manager for the Suzuka 8-Hour Endurance Race. The talk show continued in a fun atmosphere as panelists related how they fell in love with bikes.

Miyagi talked about how "heroes always arrive on motorcycles," but Takemoto countered that "my hair gets all messed up when I take off the helmet," providing a glimpse into the problems that motorcycles pose for women.



Koichi Iwaki



Masayuki Kakefu



Hikaru Miyagi

In the midst of these unique comments were statements about restrictions on double riding on expressways and about the expressway toll structure. The panelists noted the need for Japan to make it easier for motorcycles to be used, an opinion that drew resounding applause from the audience. A total of more than 500 people attended, filling the hall to standing-room-only capacity.

Guest INTERVIEW

"I want to drive a Porsche!"

Miki Fukui rode the Shin-kansen from Hamamatsu with her boyfriend to visit the Tokyo Motor Show. Her impression of the show? "The booths are brighter and easier to see than I remember them from the last time."



She currently drives an Audi. "I feel very safe in it," she says, and one of her reasons for coming was to see the new Audi models. "Some of the things that foreign cars have in common are strong presence and good design. They're very attractive," she says. If she were to give up her Audi? "I'd want to drive a Porsche!"

Guest INTERVIEW

"Playing Guide"

Hideki Ohira and Nobuyo Tsuzuki

"I don't know exactly what has changed, but every time I come to the show it's a little easier to view," comments a surprised Ohira. He has been visiting the show from Yokohama for the last 10 years or so. Today he brought his girlfriend along. "It's her first time, so I'm playing guide," he grins.



Ohira is mostly interested in domestic models; his focus is on "new cars and new technologies." "We'd better hurry or we're going to run out of time," they said, walking arm in arm to the next booth.

Today's EVENTS

★ Symposiums

14:00~16:00 **Environment-friendly Living**
 : New Technology and Use of Automobiles to Reduce Global Warming
 (International Conference Room)
 15:00~17:00 **The New Age of ITS Cars** (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)

★ Clean Energy Vehicle Test Rides

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

TOPICS

Blood Drive and Bone Marrow Bank Corner Relies on Good Will

Adjacent to the Central First Aid Center on the south side of the North Hall is the "Blood Drive and Bone Marrow Bank Corner." It too sees large crowds on the weekends. Chiba Prefecture suffers from a chronic shortage of blood, and by November 3, 1,913 people had donated. This is roughly 10% higher than the previous time. The Chiba Prefecture Red Cross Blood Center has publicly expressed its gratitude for the donations.



The Bone Marrow Bank is making its first appearance at the Tokyo Motor Show, and offers people a chance to register as donors. A high percentage of blood donors do in fact fill out the cards, far exceeding expectations with 190 new sign-ups. The Chiba Bone Marrow Bank Promotion Coordination Council in charge of the corner is "surprised at the response we've received." There are no sales pitches; no one is trying to lure donors through the door. They come voluntarily, resulting in these valuable numbers that express good will.

Visitors for November 3 **149,500**

Attendance to date **1,243,400**

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