



No.27 Tokyo Motor Show News
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37th Tokyo Motor Show closes after successful 13-day run

Total Attendance Tops 1.4 Million

New style reverses 12-year downtrend

The 37th Tokyo Motor Show--Passenger Cars and Motorcycles--closed its doors on November 5 after a successful run that demonstrated the appeal of the new audience-participation format. During its 13-day viewing the show recorded 1.42 million visitors, significantly higher than the previous show (1.27 million). Not only did this mark an end to the prolonged decline in attendance brought on by Japan's economic slump, it also provided impetus for stronger sales in the automotive industry. The show's success is attributed to better vehicle exhibits and to a change in format from a "display-oriented show" to an "audience-participation show."

Looking back over the show, one of the trends that stands out is the number and breadth of non-Japanese visitors. During the two Press Days, the show was viewed by 12,300 members of the press, of which 4,700 were from overseas. Part of this is attributable to the globalization of the automotive industry, but it is also significant that the rapid growth of the Chinese automotive industry is bringing more Asian reporters to the show.

Visitors had generally good things to say about the exhibitions. Passenger cars and motorcycles had a combined 192 world and Japan premieres, world-class levels that increased visitor excitement. Exhibition content tended to focus on "environment - friendly advanced technologies," and exhibitors tried to communicate their own distinctive insights on the basic joy and fun of driving. These efforts apparently resonated with visitors. Many responded favorably that the show was "worth seeing" and "felt fresh."

Efforts like these on the part of exhibitors helped more people to understand the intentions behind the new-style



Tokyo Motor Show. The fact that attendance continued to increase throughout the show period indicates that this year's experiment was indeed successful. Also helpful were the show's attempts to cater towards the next generation of drivers, offering free admission for elementary school students and younger, and half-price admission for high school students, which resulted in large numbers of young people and families throughout the show period.

Special events made use of all of the venue's facilities, and they too were given high marks. Clean Energy Vehicle Test Rides, the "Traffic Moral Saver Anzenger" show and the "Fiesta Mariscos" live cooking show were packed every single day. The Carrozzeria Exhibit and the symposiums recorded large numbers of visitors as well.

JAMA Chairman Munekuni Gives Press Conference at Close of Show

"The show was a great success. Future shows will retain the new style concept."

On the evening of November 5, Chairman Yoshihide Munekuni of the Japan Automobile Manufacturers Association (JAMA) gave a press conference in the International Conference Hall at Makuhari Messe to mark the close of the 37th Tokyo Motor Show. During the press conference he announced that attendance had exceeded the target of 1.4 million visitors and that special events had been extremely popular. "This year's Tokyo Motor Show had a great impact," Chairman Munekuni declared.

Discussing the attendance figures, the Chairman noted, "We recorded an increase in first-time visitors that helped to reverse the declining attendance trends we have seen for the past 12 years." The content of exhibits, he said, was well balanced and touched on themes such as environment, safety and IT. Special events were designed to create more "audience participation" and "interactive communication," and

they were well received. "I think people could sense the changes that have taken place in the Tokyo Motor Show," he said.

This was the first passenger cars and motorcycles show that JAMA has been involved in from the initial planning stages, and Chairman Munekuni said that it was able to exceed its visitor target, combined with the high praise accorded to the show itself, has convinced JAMA to "retain the new audience-participation style concept and create a more exciting and enjoyable Tokyo Motor Show in the future."



At the press conference, Chairman Munekuni (center) flanked by Vice Chairman Suzuki (right) and Executive Director Kato (left).

The Motor Sports Lifestyle

(November 5) **Symposiums**

Speakers Hiromi (TV personality)
 Rie Takagi (DJ)
 Jun Imamiya (Motor Sports Journalist)
 Keiichi Tsuchiya (Racing Driver)
 Juichi Wakisaka (Racing Driver)

The symposiums were one of the special features of the 37th Tokyo Motor Show and were held virtually every day (except Sundays and holidays). They covered 18 themes, examining the future of the automotive industry from all angles. This symposium served as the finale.

The setting moved from the International Conference Hall, where the other symposiums took place, to the Special Stage outside in Festival Park. Tsuchiya and Wakisaka, both racing drivers, were joined by Imamiya, an F-1 racing commentator, for an exciting and entertaining talk show.

Popular TV personality Hiromi served as the MC, assisted by Takagi, who is well known to radio listeners for her amusing, fast-paced patter. No sooner had the two appeared on stage than Hiromi turned to his assistant and said, "Hey, Rie, do you remember what today's event is about anyway?" This apparent "flub" had the audience of more than 1,000 rolling in the aisles. A large screen on the center stage showed highlights of Tsuchiya's and Wakisaka's racing careers as the drivers related vivid anecdotes about the events that make motor sports so thrilling. Meanwhile, Imamiya and Hiromi, who is known for his love of motor sports, discussed race viewing as a "new lifestyle."



Hiromi (right) with Rie Takagi (left).



From left to right: Jun Imamiya, Keiichi Tsuchiya, and Juichi Wakisaka.

Motor Sports Grand Prize" Awarded To Mitsuru Sugaya, "Special Prize" to Kamitsue Village

It was just after 6:00 on the evening of November 5 and the 37th Tokyo Motor Show was in its final hour as the symposium concluded and the awards ceremony for the "Motor Sports Grand Prize" began on the Special Stage.

The "Tokyo Motor Show 2003 Motor Sports Grand Prize" was awarded by JAMA for the first time this year. The prize was created to commemorate the 50th anniversary of the Tokyo Motor Show slated for 2004, and recipients are "people and organizations who have contributed to the popularization of motor sports among the general population."

Winning the "Grand Prize" was Mitsuru Sugaya, an author and manga artist who is well known in books, magazines and network media, and who recently published the novel *Kyokujitsu no Grand Prix*, a historical fiction that deals with motor sports. The Special Prize went to the village of Kamitsue in Hita-gun, Oita Prefecture for its work in restoring "Autopolis," a racing circuit in Kyushu. JAMA Chairman Yoshihide Munekuni presented the prizes to Sugaya and to Village Head Ryunosuke Takahata on behalf of



Chairman Munekuni (left) presents the Grand Prize to Mitsuru Sugaya (right)

Press Impression

Blanche Men (China)
 Tianjin Daily

"Well-organized, great atmosphere."



This is Men's first time at the Tokyo Motor Show, and she expresses more than a bit of surprise: "I'm speechless at how good the services are." Men writes for a business paper with a circulation of 700,000.

She explains that there is an "automobile boom" in China at the moment and the general public is extremely interested in cars. She drives herself, and she found the Toyota "PM" and Daihatsu "ai" particularly attractive.

She plans to cover European and American cars as well as Japanese in her article on the show. She was, however, a bit disappointed because "Chinese was not installed on the personal computers in the Press Center."

38th Tokyo Motor Show

Schedule

- ◆ **Name**
 The 38th Tokyo Motor Show
 —Commercial & Barrier-free Vehicles— (2004)
- ◆ **Organizer**
 Japan Automobile Manufacturers Association, Inc. (JAMA)
- ◆ **Dates**
 November 2 (Tue) - November 7 (Sun) (6 days)
 Press Day: November 2 (Tue)
 Special Guest Day: November 2 (Tue)
 General Public Days: November 3 (Wed) - November 7 (Sun)
- ◆ **Vanue**
 Makuhari Messe (Nippon Convention Center)

The 37th Tokyo Motor Show in Pictures



37th Tokyo Motor Show Visitor Totals

Date	Weather	Attendance	Cumulative total
Oct. 22 (Wed.) <Press day>	Rainy	8,000	8,000
Oct. 23 (Thu.) <Press day>	Fine/Rainy	4,300	12,300
Total press attendance			12,300
Oct. 24 (Fri.) <Special guest day>	Fine	47,000	47,000
Oct. 25 (Sat.) <General public day>	Cloudy	122,500	169,500
Oct. 26 (Sun.) <General public day>	Fine	145,000	314,500
Oct. 27 (Mon.) <General public day>	Cloudy	84,600	399,100
Oct. 28 (Tue.) <General public day>	Rainy	75,500	474,600
Oct. 29 (Wed.) <General public day>	Fine	87,100	561,700
Oct. 30 (Thu.) <General public day>	Fine	85,300	647,000
Oct. 31 (Fri.) <General public day>	Fine	92,500	739,500
Nov. 1 (Sat.) <General public day>	Rainy/Cloudy	147,600	887,100
Nov. 2 (Sun.) <General public day>	Fine	206,800	1,093,900
Nov. 3 (Mon.) <General public day>	Cloudy/Rainy	149,500	1,243,400
Nov. 4 (Tue.) <General public day>	Cloudy	95,900	1,339,300
Nov. 5 (Wed.) <General public day>	Cloudy	81,100	1,420,400
Total general public attendance			1,420,400

Clean Energy Vehicle Test-rides attendees **16,965**

Symposium attendees **5,446**

Blood donors **2,285**

Bone marrow registrations **239**

Editor's Note

Kazuhiko Kato
Executive Director,
Japan Automobile
Manufacturers Association, Inc.
(JAMA)

Throughout its 50-year history, the Tokyo Motor Show has always evolved to keep pace with the times, and this year marked a new step in that evolution as the show transformed itself from an exhibit of new vehicles and technologies to a place to "come," "see" and "experience." This was the first show in which JAMA was involved from the initial planning stages, and we decided to take a step back, look at the show from the visitor's perspective and overhaul what we were doing. The result was a "full model change" for the Tokyo Motor Show.

Ambitious exhibitions, audience-participation events, and symposiums on 18 themes did more than just communicate the industry's messages. They also provided us with feedback from large numbers of customers, creating a show that was truly "interactive." In the future, we look forward to even greater improvements in visitor hospitality and a Tokyo Motor Show that is even more exciting and entertaining.

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Visitors for November 5 **81,100**

Attendance to date **1,420,400**

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