



The 37th Tokyo Motor Show Gala Opening

Opening Ceremony Attended by Political, Government and Business Dignitaries

Organized by the Japan Automobile Manufacturers Association (Chairman: Yoshihide Munekuni), the Opening Ceremony for the 37th Tokyo Motor Show (Passenger Cars and Motorcycles) began at 10:00 AM on the 24th in the International Conference Hall at Makuhari Messe, Chiba. In attendance at the gala opening were the Patrons, T.I.H. Prince and Princess Tomohito of Mikasa.



Total attendance at the ceremony was approximately 800 people, including the Governor of Chiba Prefecture and many other political, government and business dignitaries. Executive Director Kazuhiko Kato of JAMA gave the opening remarks, followed by a rendition of the national anthem, "Kimi ga Yo" and the raising of the flag. Chairman Munekuni then spoke on behalf of the organizers: "This is the first passenger car and motorcycle show in which JAMA has been involved from the initial planning and organizing stages. The Tokyo Motor Show is highly regarded internationally and is the biggest event of the year for the automotive industry. We want to use this opportunity to send a message about what the industry is doing in relation to environment, safety, globalization and other social issues."

"The Tokyo Motor Show runs in cycles of approximately 50 years, and this time we have tried to give it a 'model change,' moving from an 'exhibition-style' show to an 'audience-participation,' 'interactive communication' show. We have many special events scheduled throughout the show period, including clean energy vehicle test rides," he said, describing how the automotive industry is dealing with social issues and how the new style of motor show will communicate this.

Munekuni was followed by Mr. Syoichi Nakagawa, Minister of Economy, Trade and Industry (speech read on his behalf by Mr. Yoshihide Suga, the Parliamentary Secretary for the Ministry of



Chairman Munekuni speaks to the Opening Ceremony. T.I.H. Prince and Princess Tomohito of Mikasa viewing the show.

Economy, Trade and Industry), Mr. Nobuteru Ishihara, Minister of Land, Infrastructure and Transport (speech read on his behalf by Mr. Taizo Sato, Senior Vice Minister of Land, Infrastructure and Transport), and Ms. Akiko Domoto, Governor of Chiba Prefecture. Following these speeches, Ms. Josephine Cooper, President of OICA (Organisation Internationale des Constructeurs d'Automobiles), was introduced as one of the special guests on the stage, and Mr. Itaru Koeda, Vice Chairman of JAMA, declared the opening of the show. H.I.H. Princess Tomohito of Mikasa led the tape cutting, with the opening ceremony concluding in a large round of applause at 10:35.

Their Imperial Highnesses then boarded an electric car and were guided through the show by Chairman Munekuni for approximately an hour and a half, viewing the East, Center, West, Event and North Halls in that order. They were particularly interested in the fuel cell vehicles and concept cars as indications of future trends in the industry. In the Carrozzeria Exhibit, they listened avidly to explanations from students about the Student Formula SAE Contest of Japan. Vice Chairman Koeda guided the other dignitaries through the show.



Clean Energy Vehicle Test Rides Experience the "Power"

— Rides booked to capacity every day —

Clean Energy Vehicle Test Rides at Makuhari Marine Park



Nissan X-Trail FCV (fuel cell vehicle)

Developed as an eco-car under the "Nissan Green Program 2005," the car runs on a compact lithium ion battery and is scheduled for launch later in the year. Osamu Kawamura (Kanagawa Prefecture) commented at the end of his ride, "The body appears to be heavier than the gasoline-based X-Trail, but it has good acceleration."

Protecting the global environment and improving air quality are among the biggest tasks facing the world, and society is very much interested in how the automotive industry will respond. The environment has become a major theme at the Tokyo Motor Show, with many companies mounting ambitious exhibits to show what they are doing. Among the most popular are the "Clean Energy Vehicle Test Rides" offered on a special course set up in Makuhari Marine Park. The rides, which run every day, provide visitors with a chance to experience the "power" of the clean energy vehicles that represent one of the industry's major initiatives in the environmental area. As would be expected, they have quickly proven to be one of the most popular events of the show.

The test rides are also a key part of the new "participation-oriented" motor show. A total of 12 models are on hand. These include the fuel cell vehicles that are considered to be at the forefront of the next generation of clean energy vehicles; hybrid vehicles that are already on the market and have received high marks for excellent fuel economy; and a CNG vehicle that improves the cleanliness of emissions. Staff drivers pilot the vehicles around a special course set up in Makuhari Marine Park with visitors sitting in the passenger and rear seats. Clean energy buses also make a circuit around the public roads in Makuhari Messe.



Riding the clean energy bus

The Mitsubishi Fuso hybrid electric bus (MP-HEV) and the Toyota-Hino fuel cell bus (FCHV-BUS2) take visitors around Makuhari Messe.

Visitors wishing to ride must first go to the reception counter set up on the eastern edge of the "South Rest Zone" (the south side of the East Hall). They are asked to fill out an application and are given tickets with their ride times printed on them. (Children under 6 years old are only allowed to ride the bus.)

The special test ride course is 500 meters in length, approximately 200 meters of which are a straightaway that gives visitors the chance to experience how the cars accelerate. Visitors hear an explanation of each of the vehicles before riding, and the drivers provide further explanations in the car, helping to teach the public about clean energy vehicles.

Test rides run daily from 10:30 a.m. to 4:30 p.m.
(Schedules subject to change in the event of rain.)



Daihatsu Move FCV-K2 (fuel cell vehicle)

Minicar-class fuel cell vehicle. Runs the Toyota fuel cell stack with a nickel-hydrogen battery. Uses CVT drive.
Keiko Takeuchi (Chiba) at end of ride: "I was surprised at how good the initial acceleration was."



Mercedes-Benz F-Cell (fuel cell vehicle)

Compact body with a Benz A-Class base. Has maximum speed of 140 km/h.
Koichiro Ishihara (Tokyo) at end of ride: "The interior is more spacious than I imagined."



Honda FCX (fuel cell vehicle)

Runs Honda's own ultra-capacitor (battery system) with a specially designed body. Has been on the market for lease since the end of last year.
Hiroshi Iwamura (Kanagawa) at end of ride: "It accelerates better than a gasoline car. The motor sounds just like what I think the cars of the future will sound like."



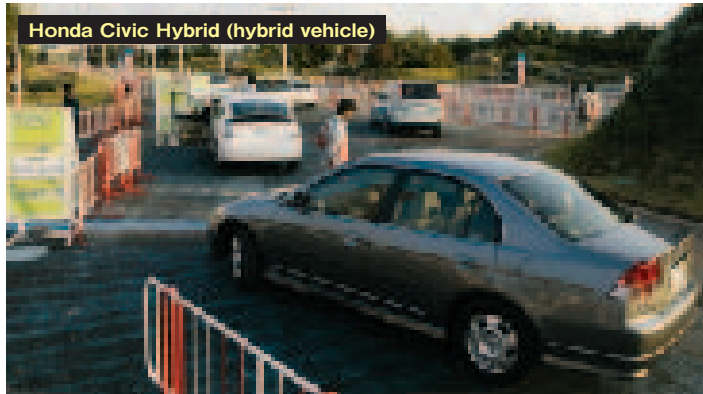
Toyota FCHV (fuel cell vehicle)

Runs Toyota's own fuel cell stack with a nickel-hydrogen battery. Has been on the market for lease since the end of last year.
Koichiro Takeuchi (Tokyo) at end of ride: "I was surprised at how good the acceleration was. You never would have guessed it looking at the body."



Toyota Prius (hybrid vehicle; 3 at show, including 1 handicapped-spec model)

The second generation of Prius was launched in September and features improved fuel economy and performance. Also has an assisted parking system.
Masayuki Nishimura (Tokyo) at end of ride: "Just what I would have expected from the Prius. It took the entire course from start to finish using just the motor."



Honda Civic Hybrid (hybrid vehicle)

A car that you would not recognize as being hybrid at first glance. Highly reputed in overseas markets as well.
Toshio Goto (Chiba) at end of ride: "You'd never know by looking at them how good hybrids are."



Subaru legacy B4 CNG (CNG vehicle)

Scheduled for future launch, this model features the traditional Legacy driving performance with improved environmental performance and active safety features.
Shinichi Kimura (Tokyo) at end of ride: "I had the image of an LPG taxi, but it really didn't feel any different than a gasoline car."

Fuel cell vehicle

Uses the reverse principal from water electrolysis to cause hydrogen and oxygen to react and produce electricity that drives the motor. Fuel cell vehicles have no engines and their only emissions are water, making them the ultimate in clean energy vehicles. Some models carry pressurized oxygen, others extract hydrogen from improved fossil fuels.

The "fuel cell stack" is the part that causes hydrogen to react with oxygen in the air and produce electricity. This is the "heart" of the fuel cell vehicle.

Hybrid vehicle

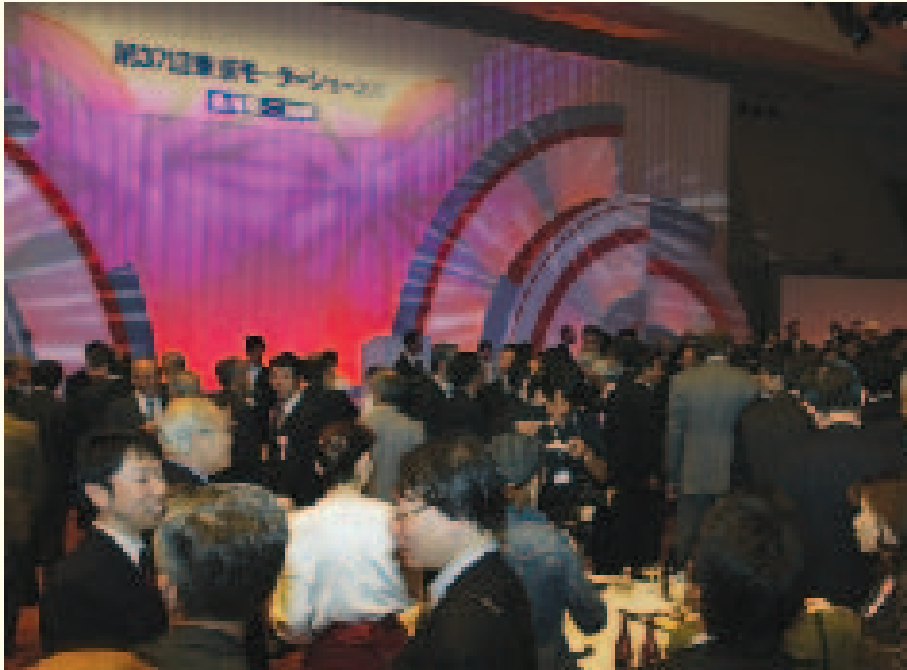
Uses several different power sources according to driving conditions. The combination of a traditional engine and an electric motor reduces engine emissions and improves fuel economy.

Some models use the engines only to generate electricity, while some use both the engine and the motor to drive the vehicle. Still others employ a combination of both. Hybrid passenger cars and buses have already been commercialized and are making steady inroads thanks to their superior fuel economy.

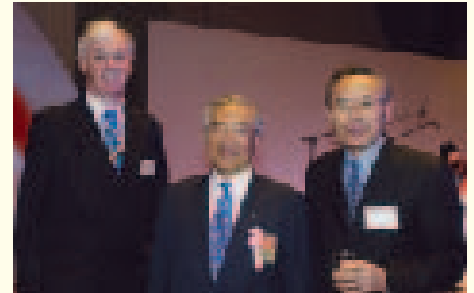
CNG (compressed natural gas) vehicle

Natural gas-powered vehicles have lower emissions of toxic substances and CO₂ than gasoline or diesel. They also do not emit black smoke, which has led to widespread acceptance and use as clean energy trucks.

◆ Reception Party — 1000 Guests from Around the World Celebrate the Show —



OICA President Josephine Cooper talking with H.I.H. Prince Tomohito of Mikasa and Vice Chairman Takao Suzuki of JAMA.



British Ambassador Gomersall with Honorary Chairman Shoichiro Toyoda of Toyota and Chairman Munekuni of JAMA.

Following the Opening Ceremony, a Reception Party for the 37th Tokyo Motor Show was held in the Convention Hall on the second floor of the International Conference Hall beginning at 12:30 PM. T.I.H. Prince and Princess Tomohito of Mikasa attended. The Reception Party has long been one of the international social highlights of the Tokyo Motor Show, and this year was no different. In attendance were British Ambassador to Japan Sir Stephen Gomersall, Chiba Governor Akiko Domoto, and more than a thousand specially invited dignitaries. After a short welcoming speech from Chairman Yoshihide Munekuni, Vice Chairman Itaru Koeda led the toast, and the festivities began. This year marked the first time in a long time that many of the guests had seen each other. The official ceremonies for the last passenger car and motorcycle show two years ago had to be canceled because of the 9/11 terrorist attacks, and exclamations of "Nice to see you again" could be heard throughout the hall. A festive mood ensued as people gathered around tables and exchanged toasts. The Party ended at about 2:00 p.m.



Chiba Governor Akiko Domoto.

TOPICS Visit by U.S. Ambassador Baker



U.S. Ambassador Howard H. Baker Jr. made time to visit the Motor Show on the afternoon of the 24th, the day of the Opening Ceremony. After viewing the Harley-Davidson booth in the North Hall, he went on to the booths for the GM group, the U.S. Government Parts Exhibit, the Ford group, and Chrysler. Among the domestic Japanese automakers, he visited the Nissan and Toyota booths and exchanged warm greetings with their top executives. This was Ambassador Baker's second time at the Tokyo Motor Show. He also visited in 2001.

Today's EVENTS

★ Symposia

10:30~16:30 On the Forefront of Japanese Design (International Conference Room)

★ "Traffic Moral Saver Anzenger" shows

11:00~11:30 Festival Park (West Rest Zone)
13:00~13:30 Festival Park (West Rest Zone)
15:00~15:30 Festival Park (West Rest Zone)

★ Chiba Prefectural Police Band

16:00~16:40 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 24 **47,000**