

The 38th

TOKYO MOTOR SHOW

Commercial & Barrier-free Vehicles

2004

News Vol.3 November 5, 2004



The 4th was the first non-holiday since the show opened to the general public. Blessed with crystal clear autumn skies, visitor turnout was again large. The day's visitors were mainly older business people and the business corner of the "Motor Café" in the West Hall did a brisk trade amidst the unique commercial vehicles show atmosphere. The show also saw large groups of elementary school children from the local Chiba community on field trips as part of their social studies programs.

Rich on Ideas and Style

Nissan Motor Co., Ltd.

Nissan Motor's booth is located in the East Hall. The ivory white and gray base colors are offset with three shades of red to create a clean, uncluttered image that coordinates well with Nissan Diesel. There is a large stage at the center of the booth, with a special café lounge off to the left that is popular with visitors, many of whom stop by to discuss business.

Nissan's theme this year is "The Best Partner, Nissan." It divides its exhibit roughly 50-50 between barrier-free and commercial



▲The innovative "Caravan Box in Box."

vehicles. Several of the commercial vehicles on display are already on the market, including the environment-friendly CNG version of the "Atlas," the "Civilian" super limousine bus and the "Clipper" light truck/van. The highlight,



▲The lounge provides a space for business talks.

however, is the "Caravan Box in Box," which takes its rightful place on the stage. The "Caravan" is one of Nissan's most popular commercial vehicles and it serves as the base for this innovative reference exhibit that adds new "display" functions to the more ordinary "movement" and "transportation" functions. The display box is designed to be pulled out smoothly and easily from the back door and sliding door, and it opens up to reveal a showcase of suits and other apparel. All you need is a parking space to have a mobile showroom.

Nissan's presentation is unique as well, with an a cappella choir singing an original song; working vehicles rich with ideas and style are the focus.

Original "Urea SCR System" Gains Enthusiastic Response

Nissan Diesel Co., Ltd.

"Advanced technology is at the core of the rebirth of Nissan Diesel, and we want to demonstrate that during the show," said President Iwao Nakamura in a spirited press briefing.

The company has 6 vehicles on display. The highlight, however, is the "Quon," Nissan Diesel's next generation of mainline truck, which is making its world premiere at the show. The Quon comes equipped with "FLENDs," a "urea SCR system" that combines high-pressure injection with a urea SCR catalyst to create an original, new cleansing system for truck emissions. The system clears the "New Long-Term" emissions regulations scheduled to take effect in 2005, and it does so without reducing fuel economy. On November 1,



the Ministry of Land, Infrastructure and Transport formally certified it as meeting what are considered to be the toughest standards in the world.

In the technology corner, Nissan Diesel provides a cutaway model of the "FLENDs" urea SCR system, explaining in very easy-to-understand terms how it cleans emissions gas. One could observe large numbers of engineers crowded around to get a look at the technology.

The "Quon," a large truck equipped with the urea SCR system, scheduled to go on the market in the near future.



◀Cut-away model of the "FLENDs" urea SCR system, an original Nissan Diesel technology.

The "All New Premacy," a Striking Way to Go "Zoom-Zoom"

Mazda Motor Corp.



▲ Demonstrating the "magic seat."

The Mazda booth has a striking presence in the West Hall. On the stage are two of its new "Premacy" mini-vans, just barely launched on the market, and the demonstration features a new family that jumps in and around the car to an upbeat "Zoom-Zoom" rhythm.

At the press briefing, President Hisaichi Imaki emphasized, "'Zoom-Zoom' has been our theme since 2002, and we're now bringing it to commercial and barrier-free vehicles." One of the



◀▲ A wide variety of commercial vehicles is on display.

things that sets the new "Premacy" apart is the "magic seat" Mazda calls "6 + 1." The magic comes from its ability to quickly change into a bench seat from what is ordinarily a separate second seat.

Mazda has a total of 17 vehicles on display, including many in the barrier-free category. Its emphasis is on market vehicles rather than concept cars. The "Titan Dash," for instance, features "idling stop" functions and a card-style keyless access system.

The highlight in the technology exhibit is the "Renesis Hydrogen Rotary Engine," a carry-over from the last show that demonstrates the new technology Mazda is working to commercialize. The company also has several original safety technologies on display, including advanced driver support technology.

TOPICS "Commercial Vehicles & Motorcycles Ride and Experience Zone" is Fun for Kids and Grown-ups Alike

The "Commercial Vehicles & Motorcycles Ride and Experience Zone" provides a chance to see an incredible range of sizes and categories of working vehicles—everything from a huge dump truck to a fire-fighting motorcycle—up close in a way you usually cannot. It's not just families that are enjoying it either. More than a few business types stopped to take a peek at the rich variety of commercial vehicles on display.



Building and Carrying Zone



▲ **Pump truck**
A construction vehicle. "Generally speaking, the big vehicles are the most popular," comments a member of the booth staff.



▲ **Front-folding ladder truck with water conduit**
◀ **Combination fire truck and ambulance**

Only the first twenty people in line each day get to ride the ladder truck. The combination fire truck and ambulance is the first of its kind in the world and was designed at the request of front-line firefighters.



◀ **Patrol car**
The Chiba Prefectural Police have 2 patrol cars on display, based on a Toyota Crown and Mazda RX-7. They also brought along a police motorcycle and sidecar based on a Honda Gullwing. "I hope it will inspire some children to become police officers," says a representative of the force.



Experience Zone



▲ **Motorcycle riding simulator**
You need to have a motorcycle license to get on this simulator. It tests your ability to perform both ordinary braking and emergency braking as another car jumps out from a cross street, and a professional rider instructs you on braking technique and timing.

▲ **Seatbelt Convincer**
A simulator that lets you see for yourself how effective seatbelts can be. The speed is only set at about 5 kph, but riders are still surprised by how far forwards they are thrown when they don't wear belts.



Motorcycle Zone

► **Mist Dragon**
A fire-fighting motorcycle. Equipped with a high-pressure tank, this motorcycle can spray enough mist to extinguish two car fires. This is popular with children and adults alike.



BODY



Demonstrating the Next Generation of Environment-Friendly, Barrier-free Commercial Vehicles

The auto-body makers are located in the Central Hall. Nissan Shatai Co., Ltd. focuses its exhibit on barrier-free models and life-care vehicles (LCV). The "Civilian Heartful Saloon" is a micro-bus equipped with a wheelchair lifter on the back, enabling wheelchair users to get in and out of the car without ever leaving their chair. It also fixes the wheelchair in place on the car floor.

Japan Trex emphasizes environment-friendly bodies. The bed floors are made from reforested acacia wood. While natural trees require about a century to mature, these trees can be logged in only about 15 years, and while they grow, they absorb large amounts of CO₂. The company also displays urethane-free, resource-saving aluminum bodies and low-cost trailers produced by a joint venture with a Chinese company.



▲Japan Trex truck body is made from acacia trees that absorb large quantities of CO₂ as they grow.



▲The "Civilian Heartful Saloon" enables wheelchair users to get in and out without ever leaving the chair.

ShinMaywa Industries, Ltd. centers its display on specially-equipped vehicles like garbage trucks and power lifters. The garbage truck is equipped with a small engine that provides power for the garbage collecting process, helping to reduce noise. This makes it possible to be used in urban areas even during the late night and early morning hours.

PARTS



Commercial Vehicle Accident Prevention Technology Makes Great Strides

Safety technology takes its place alongside environmental technology as one of the most important components of the global commercial vehicles industry. Many parts companies are on hand at the show to demonstrate their latest safety technologies.

The Aisin booth features a joint display by 6 members of the Aisin Group. Highlights include ITS-based safety technologies and a new ESC (electronic stability control) system that prevents rolls and under-steering. Delphi Automotive advocates what it calls a "cocoon of safety," an integrated safety concept that eliminates blind spots, encourages the driver to stay aware and reduces driver fatigue.



▲Ichikoh Industries' rear monitoring system is a convenient and popular way to ensure full rear visibility for trucks.

Denso has a "driver monitoring system" on display. It uses an advanced image processing system to check whether the driver is sleeping or



▲The Aisin booth is full of vehicle stabilization systems and other safety technologies for large vehicles.

losing concentration. If it detects danger, it "shakes the driver awake" by, for example, turning on the fan. Ichikoh Industries introduces an LCD room mirror-style rear monitoring system that uses CCD cameras, an increasingly popular technology with large trucks.

Local School Children Are Delighted With the Rich Line-up of Large Vehicles and Barrier-free Vehicles

In addition to the general public and business visitors, the Tokyo Motor Show is also a popular field trip destination with local elementary schools in Chiba. The 4th was the first non-holiday since the show opened to the general public, and all around the hall the delighted voices of schoolchildren could be heard.

Yukinori Sato arrived with his 5th grade class from Saiwaicho Elementary School No. 3. He told us, "This is the first time I've brought children to the Tokyo Motor Show, and their reaction is far better than I expected. Their eyes open wide with amazement as they view the cars." Yasushige Sumiyoshi said the "Commercial Vehicles & Motorcycles Ride and Experience Zone" was his favorite part of the show. "It was really fun to get up close and touch the cars. The best part was the Morita combination fire truck and ambulance. I'd like to drive it myself someday." Chika Nitta said, "I liked the hybrid bus [in the Hino booth] because the seats had such interesting shapes. I really want to ride it once it hits the streets."

One of the purposes of the Tokyo Motor Show is to show children, the drivers of the future, how appealing and attractive vehicles can be. The content and the layout of this year's show more than meet that objective.



Toyota Motor Corp.

"Welcab concept" makes drivers and partners both happy

Toyota has more vehicles on display than any other automaker, a total of 12. Its "Welcab" series accounts for 60% of sales in a market for barrier-free vehicles that now sells more than 40,000 vehicles per year, roughly 10-times more than a decade ago.

The "Welcab concept" is the one reference exhibit in the barrier-free category and is designed so that both the driver and the "partner" in the passenger seat can get in and out in their wheelchairs with absolutely no help. It opens up the possibility of fulfilling a long-held dream of physically-challenged couples: the ability to go on a drive together without having to bother anyone else.

The electric lift moves you into the driver's seat, where you can drive right from your wheelchair. A remote control allows the driving position to be adjusted. On the passenger side is a detachable electric "lift up seat" that can be used as an electric wheelchair when you arrive at your destination. The seat rotates and slides down when getting out of the car. Toyota takes pride both in the pop design of the wheelchair and in the extra functionality, like the built-in seatbelt.



The "Welcab concept," modern art inside and out.

Hino Motors, Ltd.

"Poncho L" helps you make your way from door to seat

The "Poncho L" is a small, non-step community bus designed specifically for a barrier-free society. Its main innovation is a series of stanchion poles and hand grips in the middle of the coach that allow people to make their way safely from the door to their seats.

The "Hybrid Mobile Service Car" features a hybrid system that powers the air-conditioning, water heater and lights to create a "mobile beauty parlor" for people in wheelchairs.



▲The "Poncho L" exemplifies universal design.

Daihatsu Motor Co., Ltd.

"Mira Selfmatic," a self-driving barrier-free vehicle, crowns the exhibit

Daihatsu has 4 barrier-free vehicles on display, including 2 that are scheduled for market launch. The highlight is the "Mira Selfmatic," a self-driving barrier-free vehicle that will be on the market soon. The automated access system uses a remote control to enable the driver to get in and out, and the car can be driven directly from the wheelchair with no need for outside assistance. The "Mira Selfmatic" comes equipped with a driver assistance system that enables driving just with the hands. It also has space for 4 adults to ride comfortably.



▲The "Mira Selfmatic:" good news for those in wheelchairs.

Symposiums

November 4 (Thursday) 13:30-15:00, International Conference Room

Using Your Heart to Drive!

— Traffic Safety Symposium —

Japan Automobile Manufacturers Association, Inc

- MC
Hitomi Watanabe (Caster)
- Panelists
Toshio Kurosawa (Actor)
Kei Takeoka (Automobile Journalist)
Juichi Wakisaka (Racing Driver)

In 2003 the number of traffic fatalities in Japan was below 8,000 for the first time in 46 years, but the number of accidents itself continues to rise to new record highs. This panel discussion focused on how best to reduce the number of accidents. One of the focal points was aging demographics, and all of the panelists noted the need for road traffic systems and driving ethics that protect elderly drivers as their reactions and driving skills decline. It was notable that many in the audience were younger, and they listened avidly to the safety discussions.



November 4 (Thursday) 13:30-15:00, Central Conference Room 201

Next-Generation Logistics Systems and ITS

— Truck Transportation in an Age of Diversity —

Japan Automobile Manufacturers Association, Inc

- Coordinator
Sawako Takeuchi (Urban Designer)
- Panelists
Hitoshi Ieda (Professor, Dept. of Environmental & Ocean Engineering, the University of Tokyo Graduate School of Engineering)
Tetsuo Yuhara (Professor, Dept. of Environmental & Ocean Engineering, the University of Tokyo Graduate School of Engineering)
Keiichi Higuchi (President, Kawasaki-Rikuso Transportation Co., Ltd.)

The theme for this symposium was how truck transportation would evolve with the expanded use of ITS technology. Ms. Takeuchi and Messrs. Higuchi, Ieda and Yuhara spoke in order about the state of the trucking industry today, commercially available ITS and the growing importance of Asian logistics. This was followed by a vigorous discussion of the impact of ITS on truck transportation, the potential for ITS in the future, the infrastructure and urban planning it would require, and the role that Japan could play in the development of transportation in Asia. The audience listened enthusiastically to the speakers' comments.

**Lots of Hands-on and Interactive Events!**

Today's
Events
November 5

Traffic Moral Savers "Anzenger Show" (South Rest Zone)

• 11:00~11:25 • 14:00~14:25 • 15:30~15:55

Camp Nepos (South Rest Zone)

• 11:35~12:00 • 13:30~13:55

Symposiums

Development of the Leading-edge Low-emission Vehicles in the World
(International Conference Room)
10:30~13:30 (Priority Entry is Given to Pre-Registrants)

The challenge to serious accidents caused by trucks
(Central Conference Room 201)
14:00~17:30 (Priority Entry is Given to Pre-Registrants)

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November 4 visitors **32,900**persons Total of Visitors **98,900**persons

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