

The 38th

TOKYO MOTOR SHOW

Commercial & Barrier-free Vehicles

2004



News Vol. 5 November 7, 2004



Starting off partly cloudy with sunshine later on in the day, the 6th, a Saturday, saw a wide variety of visitors; the increase of female visitors was most noticeable. There were more elderly and physically-challenged visitors which maintained the large turnout at the Barrier-free Vehicles Park in the West Hall, and its Senior Car/Wheelchair Test-Ride course was running at capacity. The Consulting Corner there had an average of 30-some visitors a day, the majority of which were women.

Towards a 'New Fuso': Appealing efforts addressing quality and safety with panels

Mitsubishi Fuso Truck and Bus Corporation

"The entire company is making every effort towards the reconstruction of a Fuso brand which our customers can trust," announces the president of the company, Mr. Wilfried Porth, in a press briefing. The show this year is thought to be the company's first step towards their goal of a 'New Fuso.'

At their East Hall exhibition booth, they are displaying three concept models equipped with next-generation cutting edge technology in safety, comfort, environmental-friendliness and economy that propose an all new style in commercial transport; the Fuso Concept, the Super Great High Roof Dump Truck, a low-floor lightweight dump truck equipped with a next-generation "clean" diesel engine that complies with the new 2005 Long-term Exhaust Emission Regulations, as well as the Canter HEV, a hybrid electric light truck that has added ecological and economical performance.

In addition to displaying new trial engines, they have installed panels and are using a large video screen to clearly describe to the general public their efforts to address quality,

safety and the transformation to a corporate culture that stresses transparency.



▲Panel exhibit describing efforts to address quality and safety



▲The Fuso Concept, proposing a revolution in commercial transport style

Supporting Convenience and Comfort in Transport

Mitsubishi Motors Corporation

The Mitsubishi Motors exhibition booth, located in the East Hall, is of the same design as the Mitsubishi Fuso booth. The red three-diamond Mitsubishi logo stands out sharply against an all-white background, creating a bright atmosphere around the booth.

They are exhibiting a total of 5 barrier-free vehicles, including one vehicle they are using for the Test-ride. Driven by its corporate ideal of wishing to make the convenience and comfort of car

travel available to as many people as possible, Mitsubishi Motors has been developing barrier-free vehicles under the brand 'Hearty Run' for over 10 years.

The Townbox, a wheelchair transporter vehicle, has a folding tailgate ramp stored in the rear that opens to allow a wheelchair user to enter or leave the vehicle while still in his/her wheelchair; this is further facilitated by employing a kneeling rear suspension. With the flip of a switch, the front passenger seat of the Grandis swivels outward electrically and lowers to the ground to make entry and exit from the car much easier on the passenger. In addition to these, the Lancer Self-supporter, a vehicle that allows wheelchair users to drive themselves, was also on display.



◀The Mitsubishi booth with its barrier-free vehicles on display

The wheelchair transporter Townbox, with its kneeling rear suspension



Concept Cars That Have 'Respect for the Individual' and the Honda Touch Honda Motor Co., Ltd.



▲Models currently available such as the Acty series are on display in the Commercial Vehicle Corner

The Honda booth in the center of the West Hall is divided into the Concept Car Zone, the Driving Simulation Zone, the Leading Honda Dealers Zone, the Internavi Zone and the Commercially Available Vehicle Zone.

There are six commercial vehicles among the twelve exhibition vehicles. The theme of their exhibition is 'Lively Motoring for Each and Every One of Us.' Similar to their barrier-free vehicles, Honda is exhibiting two concept models based on their philosophy of 'Respect for the Individual.'

The P.V pickup van has commercial vehicle performance, but



▲The stylish pickup van, P.V

combines fun ideas with a novel design to make work enjoyable. It's a commercial vehicle of new ideas. Also featured is the Hobick, a unique light-duty truck that matches with any hobby. With greater cabin room, the balance between the bed and the cabin differs from other light trucks. It seats two, but the seat size is equivalent to a mid-size sedan, which makes it perfect for long-distance trips.

Even the commercial vehicles are infused with the Honda touch of "Respect for the Individual."



Internationally Flavored Food Court Truck Stalls Market

The Truck Stalls Market food court in 'Yasuragi' Mall between the West Hall and the Center Hall has really gained in popularity. Numerous trucks decked-out as kitchens serving ethnic food line the mall. Beatrice, of the Africa restaurant Mijame, came to Japan from Ghana's Gulf of Guinea coast 10 years ago. Customers say her African cuisine is excellent. She explains, "The most popular dish is the Jollof Rice seasoned with African spices. Customers seem to like the Ghanaian spices used in aromatizing the dishes." In addition to Mijame in the stalls market, there is also Mhatta, for Indian cuisine; Sawady, for Thailand cuisine; Fanky, for Italian cuisine; Roo Japan, for American cuisine; and Marhaba, for Pakistani cuisine; During lunch time, visitors were lining up to sample the exotic dishes.



Construction of the TOMICA Factory The TOMICA booth

Many visitors, from children to adults fascinated by Tomica cars to Tomica car aficionados stop by at the Tomica Booth in the West Hall where Tomica cars are on sale. The Tomica Factory, modeling the final assembly process of a Tomica car factory, is particularly popular with visitors. Being able to customize your own Tomica car and have your own model assembled has drawn lines of visitors wanting their very own. After being completed, the miniature car is run on a test track and then handed over to its smiling young owner as the inspecting officer says, "This one is fit for use."



Children Rush to See the Picture Book Exhibit of Working Vehicles

The 'Picture Book Exhibit of Working Vehicles,' organized for children by JAMA, has been continued to be a success. There are various picture books lining the booth, and the vehicles in the books have kept the many children that have visited highly entertained.

A booth staffer: "The pop-up and moveable picture books are the most popular. Children who like picture books go through one after another." The books seem to be so popular since the show started that some of the books are already getting worn out. Another employee states while laughing, "I was amazed at how many of the children put the books back when they were done. Actually, adults left the books lying around more than the kids did!"



Highly Popular Roll-over Simulator Using an FH12 Tractor

Volvo Truck Co.

Volvo's theme is 'Safety=Volvo Trucks.' CEO Leif Johansson adds, "Providing practical vehicles using the most advanced technology is Volvo's passion." Volvo has organized several attractions to show visitors their commitment to safety as indicated in the theme.

The ride simulator that lets you experience seatbelt effectiveness and drive position maintenance even when the real-sized cabin is tilted 70 degrees is especially popular. Adults and kids on school field trips have been lining up day after day to ride this attraction.

Actual images of a truck turned over on a road draws a crowd



Three models displayed of the Actros that are compatible with the New Short Term Exhaust Gas Regulations

DaimlerChrysler

While using images to introduce the long history of safety and advanced technology of Mercedes Benz commercial vehicles, they are also displaying three types of the Mercedes Benz Actros and a community bus built upon the space-economical commercial van transporter T1N.

The Actros, with a roomy cabin designed a step higher than other models, boasts a Telligent Automatic Gearshift which automatically selects the most appropriate gear to make the driver's environment more comfortable.

The mega space cab with the Telligent Automatic Gearshift



From Dependence to Independence—The Barrier-free Thinking Behind Barrier-free Vehicles

Barrier-free vehicles that the physically-challenged can use to independently transport themselves have gained in popularity. How



▲The Isis L Access Mobility

should buses be designed so that people with wheelchairs can get on them without assistance? How should cars be designed to allow those same people to drive them without assistance? Many exhibitors are conveying their ideas about these questions through their

concept cars and technology exhibitions.

One major demand is to make public buses barrier-free. The re-robus, presented by Toyota Auto Body, is mounted with a gentle slope at the back that allows for the easy boarding of a wheelchair without assistance. The microbus (built as a public bus) from Kutse-nits International GmbH has a kneeling suspension system that puts it flush with the ground so there is no step, thus enabling a wheelchair user to get on or off the bus in no time.

Exhibitions of independent barrier-free passenger cars were also conspicuous. Wheelchair users can safely position themselves in the driver's seat from the front left door. Numerous ideas have also been put forward, including Kanto Auto Works' Isis L Access Mobility, which is a vehicle with a mechanism to easily store away a wheelchair.



Lots of Fun Events on the Festival Stage

A number of events for both adults and children have been taking place everyday at the Festival Stage in the South Rest Zone of the Center Hall.



Particularly popular is the participatory event, Traffic Moral Savers 'Anzenger Show', also held at last year's show. The Anzenger, garbed in white, enters the stage as an ally of justice to maintain traffic safety. The au-

dience bursts into laughter at his many jokes. He is met with a round of applause when he defeats the enemies that would threaten our safety. The Anzenger Point Collecting Game for elementary school-aged children and younger is held everyday, and children who visit all five check points receive a commemorative gift.

Also on the stage is the 'Nepospiros Bus Caravan,' a social-out-reach program by Oriental Land Co., Ltd., which manages the Tokyo Disney Resort; there are also a ventriloquist act and an earthquake simulator by the Chiba Prefectural Police.



Isuzu Motors Ltd.

Development and exhibition of a large tractor that even those afflicted by paralysis can drive

Isuzu is displaying three barrier-free vehicles. The barrier-free GIGAMAX Tractor AC (Ability Cab) reference model, which has been developed for drivers who are paralyzed from the waist down, has garnered particular attention in the East Hall.

Starting, gear shifts and stopping have been completely automated without having to touch the clutch, thanks to Isuzu's very own transmission, the Smoother-G. The opinions of numerous physically-challenged users were received and used in the development of a helpful electric lifting system that is now installed in the passenger seat side. Truck drivers are on the rise that have

Suzuki Motor Corp.

Rotating & sliding seat installed in the Alt, SWIFT, MR Wagon

Suzuki is displaying three rotating and sliding seat barrier-free vehicles: the new Alt, the Swift and the MR Wagon. All models have a mechanism installed on the front passenger seat that rotates and slides the seat outwards, thus reducing the difficulties of users with partially or fully disabled legs when getting in or out of the vehicle.

They are also displaying the Town cart (due out in spring 2005), a new electric wheelchair for the elderly with weak legs, for when they go out on excursions to the city.



▲The new Alt equipped with a rotating & sliding seat

been paralyzed from traffic accidents and have given up their licenses. Many of these drivers voice their desire to return to their jobs. Even a paralyzed former bus driver has requested that the same system be fitted onto buses.

The barrier-free GIGAMAX Tractor AC ▶



Subaru

The charming R1 employs hand controls and a wing seat

The Subaru R1 makes its appearance on main stage in time with the video narration saying, "I love you."

The R1, a quality mini-car, is fitted with hand controls that allow the driver to operate the brake and the accelerator by hand. Its Transcare Wing Seat rotates electrically, and the electric lifter allows users to get into the vehicle while they are in their wheelchair. Several physically-challenged visitors got to test this feature out.



▲The Subaru R1 Transcare Wing Seat can also be operated by wireless remote control

Symposiums

November 6 (Saturday) 14:00-16:30/International Conference Room

Environmentally-Friendly Freight Transportation

— Using Modal Shifts to Reduce the Environmental Load from Truck Transportation
Ministry of the Environment

●Coordinator

Masahiro Daisho (Professor, Science and Engineering, Waseda University)

●Panelists

Yukinari Miyazawa (Director, Japan Freight Railway Company)

Shin Endo (Executive Officer, Hino Motors, Ltd.)

Toshiko Shibata (Consultant)

Hidekazu Yamaguchi (General Manager, Eco-tech Application Initiative, Seven-Eleven Japan, Co. Ltd.)

Yasuhiro Shimizu (Director, Climate Change Policy Division, Ministry of Environment)

In order to reduce the number of harmful substances in the environment such as carbon dioxide, NOx and particulate matter, there is an increased interest in a modal shift in the distribution industry from trucks to freight trains, as well as the use of smaller hybrid trucks and IT technology. Reducing the environmental impact of truck transport, which now takes up 90% of the distribution market, is an urgent task. Professor Daisho started off the symposium with a keynote speech on the hopes of traffic transport, following presentations by other panelists related to distribution and transport equipment. That was followed by a panel discussion on how to reduce CO2 emissions.



Prof. Masahiro Daisho

November 6 (Saturday) 14:00-15:30/Central Conference Room 201

Vehicle Taxation 2004

Automobile Taxation Reform Forum

●Coordinator, Facilitator Assistant

Naotsugu Mihori (Automobile Journalist)

Yoshiko Koyama (Announcer)

●Panelists

Kiyoshi Okada (Japan Automobile Federation, Emeritus Professor of Seijo University)

Terry Ito (TV Producer)

Kayoko Miyata (Newscaster)

Eleven percent of revenues collected from nine types of taxes, all with similar purposes, is being used for expenses such as subway maintenance and other non-road maintenance uses. These five opinionated panelists discussed and analyzed the contradictions and problems of the current automobile taxation, while also making reference to the results of a user questionnaire from the Yomiuri Shimbun.

The panelists also referred to how an ideal automobile tax system should be. They finished with the consensus that automobile users should use their collective strength to call for a lightened tax burden.



Lots of Hands-on and Interactive Events!

Today's
Events
November 7

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

•10:30~10:55 •12:15~12:40 •13:30~13:55

Symposiums

ELV (End-of-Life Vehicles) Recycling Law
(International Conference Room)

13:00~15:00 (Priority Entry is Given to Pre-Registrants)

Camp Nepos (South Rest Zone)

•11:00~11:25 •13:00~13:25

"Challenge to Global Warming"

(Central Conference Room 201)

15:00~17:00 (Priority Entry is Given to Pre-Registrants)

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November 6 visitors **52,500**persons Total of Visitors **191,600**persons

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