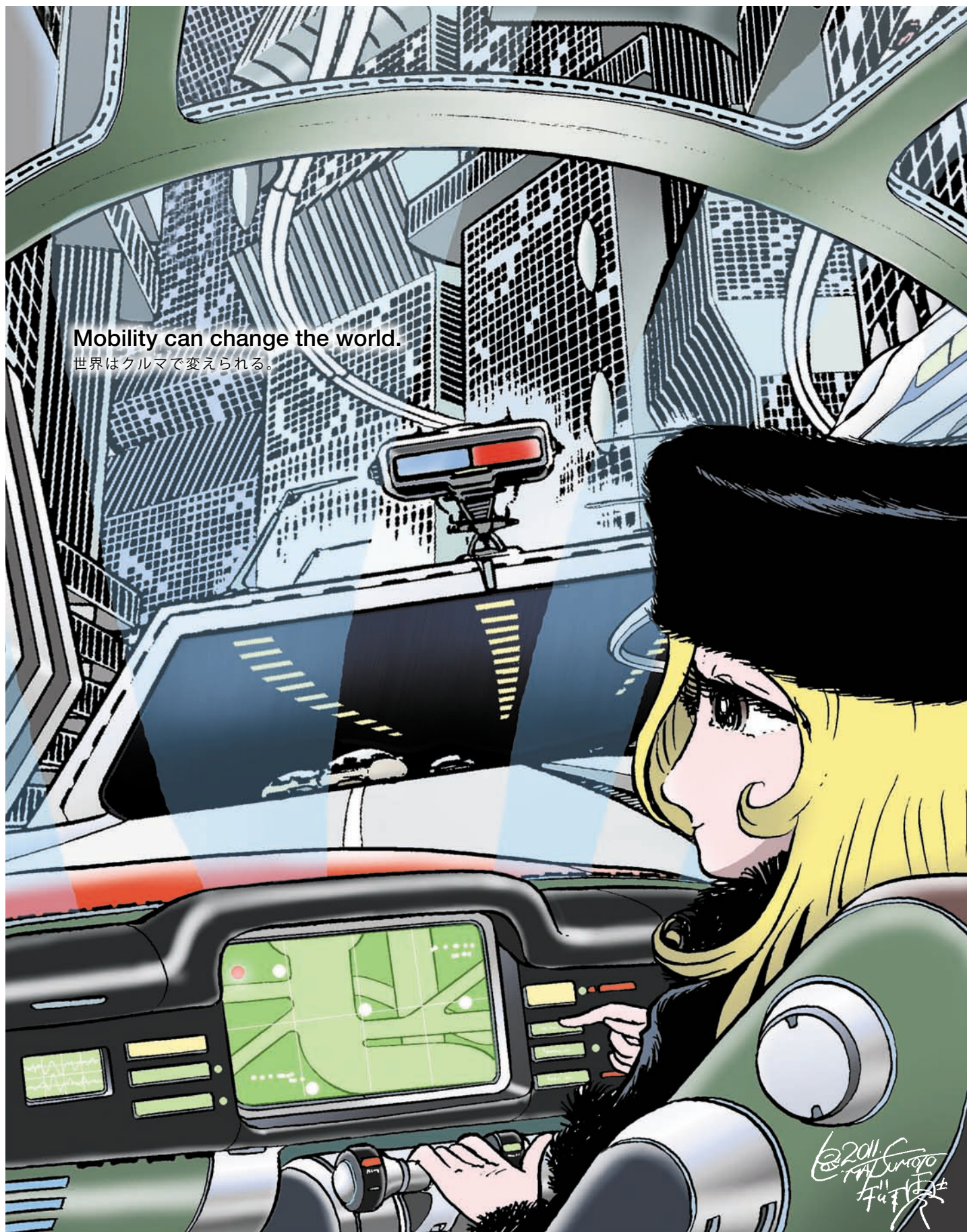


# TOKYO MOTOR SHOW 2011 NEWS **ENGLISH**

[東京モーターショーニュース2011・英語版]





# Volkswagen Motor Show

2  1 1



**The Beetle** The 21st Century Beetle. On display at Volkswagen booth.

**German Engineering @the Pulse of Time**



**The 21st Century Beetle is now here.**



[thebeetle.jp](http://thebeetle.jp)



**Volkswagen. Das Auto.**



Compact.  
Coupé?



[facebook.com/RangeRoverEVOQUE.jp](https://facebook.com/RangeRoverEVOQUE.jp)

RANGE ROVER





[landrover.jp/special-evoque/](http://landrover.jp/special-evoque/)



# EVOQUE DEBUT





BMW i



駆けぬける歓び



# BMW i. BORN ELECTRIC.

初めて日本に出現。西1ホールにて展示中。

Here in Japan for the first time. See it on display at West Hall 1.







zoom-zoom  
zoom-zoom  
zoom-zoom

## 環境の先にある、走る喜びを。

これから10年先も、世界を走るクルマのほとんどがエンジンを載せている。  
マツダはそう予測して、SKYACTIV TECHNOLOGYという技術革新に挑戦しました。  
まずはエンジンからボディまで、クルマのすべての基本性能を革新し、  
さらに電気デバイス技術を組み合わせていくことで、走る喜びを高めながら、  
優れた環境・安全性能を実現していきます。

翼をもったクルマへ

# SKYACTIV TECHNOLOGY

TO THE  
FUTURE



- Step-3 モーター駆動技術 (ハイブリッドシステム)
- Step-2 減速エネルギー回収技術
- Step-1 バッテリーマネジメント技術 (アイドリングストップ機構「i-stop」) (バワートレイン、軽量化など)

2012年春 発売予定

Mazda CX-5



第3弾

好評発売中

新世代 Mazda AXELA



第2弾

好評発売中

新世代 Mazda DEMIO



第1弾

SKYACTIV-G  
SKYACTIV-DRIVE  
SKYACTIV-D  
SKYACTIV-CHASSIS  
SKYACTIV-BODY

SKYACTIV TECHNOLOGY搭載モデル、続々デビュー。

好評の新世代デミオ、新世代アクセラ。そして、量産モデルとして初めてSKYACTIV TECHNOLOGYをフルに搭載し、新デザインテーマ「魂動(こどう) — Soul of Motion」を初採用したマツダ CX-5 (2012年春 発売予定)。クルマを愛する人へ、新世代のマツダ車が、これからも続々と登場します。

PHOTO:第42回東京モーターショー2011出品車「マツダ CX-5」、コンセプトカー「マツダ 雄 (TAKERI)」

後席もシートベルト、チャイルドシートも忘れずに。  
発進・加速はゆるやかに。エコドライブを心がけよう。

カタログのご請求、商品についてのお問い合わせ、  
ご相談はマツダ(株)コールセンター

0120-386-919

受付時間：平日 9:00~17:00  
土・日・祝日 9:00~12:00 13:00~17:00

www.mazda.co.jp





**Re BORN**



**FUN TO  
DRIVE,  
AGAIN.**



© Fujiko-Pro, Shogakukan, TV Asahi, Shindei, and ADK



# Collect the stamps and get "Cars 2" original prizes

## The 42nd Tokyo Motor Show 2011

To celebrate the release Disney / Pixar "Cars 2" Blu-Ray & DVD  
Rinkai Fukutoshin Area Stamp Rally

A stamp-rally is now being held to commemorate the Tokyo Motor Show, Rinkai Fukutoshin Machizukuri Council and the launch of Disney/Pixar "Cars 2" Blu-Ray and DVD in the Rinkai Fukutoshin area during the 42nd Tokyo Motor Show, Dec. 3-11 (9 days).

### Collect original "Cars 2" stamps and get great prizes!

#### Prize for Participation in the 1st Stage

We are offering "Cars 2" clear plastic folder to the first 10,000 people who collect 4 stamps at the prize exchange booth!



With any purchase over ¥1,000

#### Double Chance Prizes (for a total of 100 winners)

In addition, you can challenge the slot machine if you collect above a certain number of stamps.



Laser Control  
Lightning McQueen  
TOMY COMPANY,LTD.

※ Please show the receipts which prove that you spend ¥1,000 or more. ● Information in this document is subject to change without notice. Even after running out of stock for the prizes, we hold the stamp-rally during the period. The actual prizes may differ slightly from the pictures shown. For inquiries and further information, please contact us on 03-3496-3247. (Stamp Rally Office)



New on  
Blu-Ray  
& DVD  
DEC. 2!



Come to the West Hall Atrium  
to meet the life-sized McQueen!



©Disney/Pixar

ET<sup>2</sup> × SCRAP

musicChef



mystery solving game

## Can you solve this mystery?

"Labyrinth Motor Show ~ Follow the Melody ~"

"music-Chef", the music streaming service for cars, and SCRAP, a company producing

"Real Escape Game" which has attracted more than 50,000 participants totally, has team up to produce the escape game by solving the puzzles hidden in the Tokyo Motor Show.

Date

2011.12.3 sat > 12.11 sun

9days Game registration hours 10:00~18:00

\*Registration will close at 15:00 on Sunday, 16:00 on the final day.

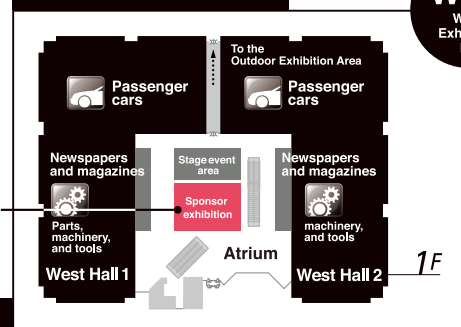
\*Approximate time required: 1 to 2 hours.

Games can start at any time while registration is open.

Please visit the "ET Square" booth located in the West Exhibition 1st Floor Atrium



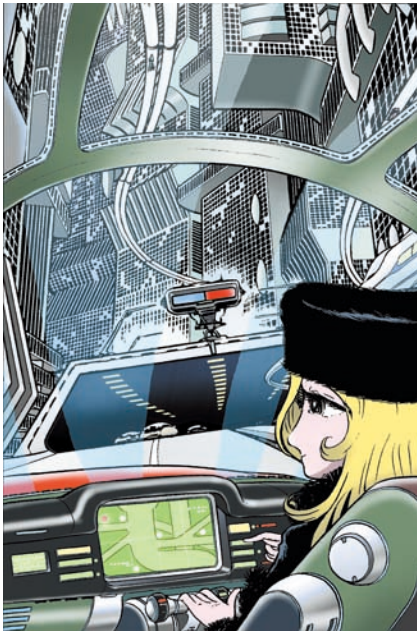
Come visit us at our booth!



West  
West Exhibition Hall

\* In this event, you will act as a spy and solve the mystery





**Cover**

The only time the driver needs to touch the control lever is when parking or driving down an alleyway. If the driver starts talking to the navigation system then automatic driving will be re-enabled.

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Japan Automobile Manufacturers Association, Inc. (JAMA) Chairman

## Toshiyuki Shiga

### ● Profile

Born in 1953 in Wakayama Prefecture, and joined Nissan Motor Co. in 1976. Positions held include the head of the Jakarta Branch and Planning Office of the Asia Pacific Sales Division, and head of the Alliance Promotion Office. Currently serves as the Representative Director and Chief Operating Officer.



## Interview with the Chairman Aiming to Become the Leading Technology Motor Show of the World

The mission of the revamped Tokyo Motor Show, which returned to Tokyo after 24 years, is to enlarge the fan base of automobiles and motorcycles. In addition to displaying the latest products, we must consider how automobiles and mobility should develop and how they should associate with society, and propose how a new society with automobiles should be like. By addressing Japan's commitment to manufacturing - which is supported by the high standards in industrial technology, safety and environmental measures, and IT - I believe it is possible to nurture that fan base. Japan has suffered unspeakable damage from the Great East Japan Earthquake which struck on March 11, 2011. Manufacturing in the automobile industry plummeted due to the severance of the supply chain, but as a result of the collective efforts by the entire automobile industry, the situation was normalized much faster than was estimated.

179 exhibitors from 12 countries and 1 regions will be participating in this year's Tokyo Motor Show. All 14 Japanese automobile manufactures and 15 brands will be exhibiting, as well as 21 foreign (mainly European) manufactures and 25 foreign

brands (passenger cars, commercial vehicles, motorcycles, and Carrozzerias); 53 cars will be world premieres, and 82 cars will be Japan premieres. It will be an impressive showcase and a suitable scale for the renowned international motor show.

The theme of this year's show is "Mobility can change the world." To demonstrate the theme, an exhibit called "SMART MOBILITY CITY 2011" will be held within the show. While there is a heightened awareness to issues such as the global environment and energy problems, we will present how mobility will address those issues and contribute to society through the advances in technologies associated with automobiles.

Asia is seeing rapid growth in the automobile market, and interests in motor shows have risen among cities such as Beijing, Shanghai, and New Delhi. JAMA positions the Tokyo Motor Show as a symbol of Japan being a technological powerhouse, and will stand to be the leading technology motor show by becoming a source of information for cutting edge technologies which tie together automobiles, cities, and people.



Mobility can change the world.

The Tokyo Motor Show seeks to be the world's leading technology motor show.

Automobiles are more than just transportation; they are fast becoming solutions to global issues such as the environment, safety, energy, smart grid, and ITS. The solutions will also be an important catalyst for Japan to overcome its difficult time.

Experience for yourself the most advanced automobiles and technologies, and you will surely be impressed. Then, imagine what the future will be like - as momentum towards the future begins from one's imagination.



## Experience how "Mobility can change the world."

Touch, feel, and speak at the new Tokyo Motor Show.

### Experience cutting-edge technology

#### Passenger Car Test Ride Program by Professionals' Driving / Motorcycle Test Ride

[Outdoor Exhibition Area]

Ride in one of the latest models driven by the members of the Automobile Journalist Association of Japan (AJAJ) and professional instructors as you listen to the overview of the car driven by them. A motorcycle test ride where you can ride yourself is also available.

#### [Passenger Car Test Ride Program by Professionals' Driving]

December 2 (Fri) to 6 (Tue)

■ Participating manufacturers  
Suzuki, Subaru, Toyota, Nissan, Honda, Mitsubishi, Audi, AMG, Citroën, Jaguar, Volkswagen, Peugeot, Porsche, Mercedes-Benz, Land Rover, Renault, and Lotus.

\*Subject to change without notice



#### [Motorcycle test ride]

December 8 (Thu) to 11 (Sun)

■ Participating manufacturers  
Kawasaki, Suzuki, Honda, Yamaha, and KTM



### New discoveries

#### From a Journalist's Perspective

A member of the Automobile Journalist Association of Japan (AJAJ) will be your guide, and will guide you through from a professional's perspective. A paid tour with pre-reservation required.

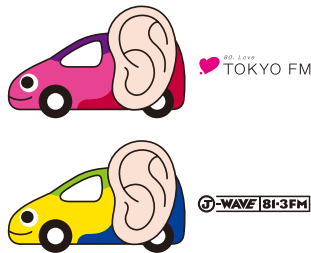
[Guides] Yasuo Kusakabe, Makiteru Ishikawa, Kiyoshi Komoda, Yoshio Ishikawa, Goro Okazaki, Manabu Kawaguchi, Kei Takeoka, Etsuro Fushiki, Hiroshi Matsushita, Hajime Aida, Takumi Chiba, Koichiro Okamoto, Yukinaga Kase, Hideaki Kataoka, Yorimasa Katoh, Kan Kawakami, Yumi Kawabata, Takahiro Kudo, Akifumi Kondo, Satoshi Saito, Shinsuke Saito, Dangan Jiro, Naoya Suzuki, Hideyuki Takane, Masahiro Takayama, Hiroo Takiguchi, Tomohiko Tsutsumi, Takahito Nakamura, Naoto Nishimura, Rei Hashimoto, Tomoko Fujishima, Tamotsu Horikoshi, Masataka Matsutoya, Akiko Mamoru, Makoto Maruyama, Kenji Momota, Kazunori Morioka, Youichi Morohoshi, Motohiro Yamazaki, Toshimasa Yamashiro, Yumi Yoshida, and Peter Lyon (honoris omnia omitted)

\*Guides subject to change without notice  
\*For details regarding pre-reservation, please see the ticket information on the back cover

### Your opinions count

#### "Mimi Car"

This is a collaboration with the FM radio stations J-WAVE and TOKYO FM. The Mimi Car will go out to town to collect your voices, and deliver them to the Tokyo Motor Show. For information on where the car is, go to the website [www.mimicar.jp](http://www.mimicar.jp).



Hello, I'm "Mimi Car"  
[www.mimicar.jp](http://www.mimicar.jp)

### Too exciting to miss!

#### Stage Event [Atrium]

A special stage will be set up on the 1st floor of the West Exhibition Hall. There will be live performances by Fuji TV, and TOKYO FM; and other events which mixes fashion with automobiles. On December 3, the ballots for the Car of the Year Japan will be opened and

the finalist announced. On December 4, there will be a talk event regarding employment opportunities in the automobile industry by the chief editor of RIKUNABI.

### New things to learn about cars

#### Tokyo Motor Show Symposium 2011

[Conference Tower 6th floor]

Please feel free to participate in the symposiums focused on cars.

Date and time	Theme / Facilitator	Place
Dec 3 (Sat) 13:30 to 16:30	Cheering Japan up as they Travel by Car <b>Why not become a "Car Travelist"?</b>	Conference Room #607
	Nippon Road Destinations	
Dec 6 (Tue) 13:30 to 17:30	<b>The 12th Automobile Safety Symposium</b> Aiming for the coexistence of humans and cars Safety measures using the latest technology	Conference Room #607/608
	Ministry of Land, Infrastructure, Transport, and Tourism	
Dec 7 (Wed) 13:00 to 17:00	<b>Future Transport</b> Eco-friendly future technologies for large vehicles and logistics	Conference Room #607/608
	National Traffic Safety and Environment Laboratory	
Dec 8 (Wed) 13:00 to 17:00	<b>Towards creating new values for cars</b> What we have learned from the earthquake	Conference Room #607/608
	Japan Automobile Research Institute	
Dec 10 (Sat) 14:00 to 15:30	<b>The freedom of transportation in the future</b> Welfare vehicles are symbols of restoration - what we have realized from the earthquake affected areas	Conference Room #607
	Japan Automobile Manufacturers Association	

The schedule above are subject to change without notice

Please see the official website for details

<http://www.tokyo-motorshow.com>

Mobile site <http://m.tokyo-motorshow.com>

Information noted above are subject to change with out notice. The pictures and illustrations may not accurately reflect the actual event. We cannot refund tickets due to cancellation of events or symposiums.

# SMART MOBILITY CITY 2011

The future of people, mobility, and cities realized by cutting-edge technology



Main host: SMART MOBILITY CITY 2011 Planning Committee, Japan Automobile Manufacturers Association / Co-host: New Energy and Industrial Technology Development Organization, Smart Community Alliance

## EXHIBITION

[West Hall 4]

What are "next-generation automobiles" and "smart communities"? What can "ITS" do for us? They are the latest technologies shaping our future, and you will find a variety of companies and groups displaying them at the exhibit.

## TEST RIDE

[Rooftop Exhibition Area]

You can experience auto-pilot demonstrations, test rides for next generation passenger vehicle (passenger seat), and test rides for next generation motorcycles.

■Participating manufactures  
Suzuki, Subaru, Toyota, Nissan,

How will mobility change the world?  
Experience how advances in automobile technology proposes a change in lifestyle and how cities will be organized.  
This is one of the representing events of this year's show.

Honda, Mitsubishi, Volkswagen, Mercedes-Benz, Yamaha, and Prostaff  
■Cooperating groups/Universities  
Kanazawa University, Keio University, National Institute of Advanced Industrial Science and Technology, Tokyo University of Agriculture and Technology, and ecom  
■Dates  
[Auto-pilot demonstration]  
December 2 (Fri) to 6 (Tue)  
[Test rides for next generation passenger vehicle and next generation motorcycles]  
December 7 (Wed) to 11 (Sun)

mobility society"  
(Supported by: New Energy and Industrial Technology Development Organization)

□Advanced Technology Seminar  
(Conference Tower 6th floor)  
Technology and System presentation by exhibitors of SMART MOBILITY CITY 2011

■[Presenting companies]  
Asahi Glass Co., Japan LP Gas Association, Agency for Natural Resources and Energy, and Toray Industries, Inc., and FM Tokyo

□Kids Workshop  
<Free entry. Pre-registration required >  
A tour of SMART MOBILITY CITY 2011 and a hybrid-car workshop for kids will be held. Families are welcome.

## CONFERENCE

[Conference Tower]

□International Symposium

(Conference Tower 6th floor)  
<Free entry. Pre-registration required>

December 5 (Mon) 10:30 to 17:50  
"Next generation telematics and mobility society"  
(Supported by: ITS Japan)

December 9 (Fri) 10:30 - 17:10  
"Smart communities and next generation

## Related Events

**Tomica Corner**  
[West Hall 3]



Back again this year, TOMY COMPANY, LTD. will sponsor the mini car exhibit and sales booth. An original Tomica for the Tokyo Motor Show will be on sale.

**Fuji TV produces "WORLD FOOD CUP"**  
[Outdoor Exhibition Area]



There will be a food court produced by Fuji TV's morning program "Mezamashi TV." The world will be divided into 8 regions, and some recommendable dishes from each region will be selected and served via the catering cars.

Produced by United Arrows

**Tokyo Motor Show Fashion Shop**



The automobile and fashion industries have stood up to liven up Japan. In collaboration with the auto manufacturers, charity T-shirts will be available in limited numbers, where the proceeds will be donated to earthquake relief charities. Other items on sale include items that will enrich your car life, including fashion items made of recycled products.

## Venue at the "Tokyo Big Sight"! Please use public transportation when visiting

### Access to the venue (travel times are estimates)

**Rinkai Line** [Kokusai Tenji Station] 7 minute walk

Osaki Station (JR) ← 13 min → Kokusai Tenji Station ← 5 min →

Shinkiba Station (JR, Tokyo Metro)

\*From Osaki to Shinjuku/Omiya, there is a direct connection with JR Saikyo line.  
Convenient access to major cities: Shibuya (20 min), Shinjuku (25 min), Ikebukuro (31 min), Omiya (56 min), Kawagoe (78 min)

**Yurikamome Line** [Kokusai Tenji Seimon Station] 3 minute walk

Shinbashi Station (JR, Tokyo Metro, Toei Subway) ← 22 min →

Kokusai Tenji Seimon Station

Toyosu(Tokyo Metro) ← 8 min → Kokusai Tenji Seimon Station

**Free shuttle bus** (Tokyo Big Sight/East Exhibition Hall)

Tokyo Station (Marunouchi North) 35 min

Operation Every 5 to 10 minutes between Dec 3 to 11

Leaves Tokyo 9:00 - Leaves Big Sight Every 30 minutes from 11:00 to close

**Bus** (Tokyo Big Sight / Main Terminal)

Toei Bus Monzen Nakacho Station 30 min,  
Hamamatsucho 40 min, Tokyo Station Yaesu 40 min  
Airport Bus Haneda Airport (Limousine bus, Keikyu Bus) 25 min  
Narita Airport (Limousine bus) 60 min  
(Departs from Tokyo Bay Ariake Washington Hotel)  
Tokyo City Air Terminal (Limousine bus) 20 min  
Express bus Yokohama Station (Keikyu Bus) 50 min

**Water Bus** (Ariake Terminal 2 min walk)

Hinode Sanbashi (a 7 min walk from JR Hamamatsu Cho Station) 25 min

\*Please check the website for operation status

### Admissions Fee \* Please see official web site for details

	Same Day	Afternoon	Evening
General	1,500yen	1,300yen	500yen
High school students	500yen	400yen	200yen
Middle school students and younger	Free		

Afternoon tickets: On sale on site at Mon to Sat after 15:00 only  
Evening tickets: On sale on site at Mon to Sat after 18:00 only

- Tickets are on sale at convenience stores, public transportation facilities, major travel agencies, and ticket centers
- Tickets are on sale at the Tokyo Motor Show official website and can be purchased through the "e-tix online ticket system."  
Mobile tickets are also on sale.

For ticket sales, please see  
<http://www.tokyo-motorshow.com/>



Inquiries  
**Tokyo Moto Show Big Sight Secretariat**  
☎03-5530-1315  
Operating hours are when the show is open



Sponsor: Japan Automobile Manufacturers Association, Inc  
Jidosha kaikan, 1-30, Shiba Daimon 1-chome, Minato-ku, Tokyo 105-0012 Japa



# CARS TO GET ATTENTION

The 42nd Tokyo Motor Show is a showcase of the latest technology that can show you that "mobility can change the world." Here is a glimpse of some of the hottest new cars.

国産  
乗用車

## JAPANESE PASSENGER CARS

These cars are friendly to humans, to the planet, and everything alive. They bring forth a new and attractive world beyond our imagination. The leading technologies of Japan brings the future closer to us.

### SUZUKI



#### REGINA

With a reduced body weight and enhanced aerodynamic performance, this next-generation global compact car achieved a JC08 mode mileage of 32 km/l. The vehicle weight is trimmed down at 730 kg, and carries an energy regenerative braking system, idling stop features, and a gasoline direct injection turbo engine.

#### SWIFT EV HYBRID

An EV based on SWIFT, it runs approximately 30 km when fully charged. It carries a 0.66 l engine for generating electricity, and when the battery runs low, the engine is activated and allows the car to charge while generating electricity. This is an EV that can travel long distances.



#### Q-CONCEPT

Having both the high mobility of motorcycles and the convenience of cars, this small mobility vehicle falls into a new category. With a small body that is only 2.5 m long and 1.3 m wide, it carries 2 people seated in a line. It is suitable for personal use, and for commercial use such as delivery services.

### SUBARU



#### ADVANCED TOURER CONCEPT

Carrying a downsized 1.6 l boxer turbo-charged engine and the efficient CVT, this middle class station wagon marks the start of a new generation. Subaru's distinctive all-wheel drive structure with its symmetric layout is combined with a single motor hybrid system.



#### BRZ

With a 2.0 l boxer 4 engine, this FR sports vehicle carries a light and compact power unit in the lower part of the body, and realizes smooth handling. Toyota's direct injection technology is used in the engine, and is eco-conscious.

### DAIHATSU



#### D-X

As if to define its own new category, this unique sports vehicle has a creative and aggressive exterior, while having a Spartan interior. It carries a newly designed 2 cylinder turbo-charged engine and is fun to drive.

#### PICO

It is a 2-seater EV commuter that is both eco and human friendly. The large openings and low and flat floor makes it easy to get on and off, and it is also easy to handle in tight spaces – providing all the benefits of being a compact car.



#### FC SHO CASE

Running on liquid fuel cells, this is a vehicle of the next generation. The compact fuel, which is free of noble metals, is set below the floor. The car is designed within the frame of a light vehicle, but is packaged to adapt to many usages. With a high concentration of energy, the liquid fuel cell makes it possible to travel longer distances.

# TOYOTA



## FUN-Vii



The name originates from "Fun Vehicle interactive internet." This concept car demonstrates how people, cars, and society should be "connecting" in the future. Technology for displaying images sent from smartphones and next generation ITS on the body of the car will be proposed.



## FCV-R

This concept model runs on fuel cells, which do not emit car exhaust nor CO<sub>2</sub>, and Toyota is promoting development and implementation and is hoping to commercialize by the year 2015. Using an enhanced stack of fuel cells, it can travel more than 700 km running on JC08 mode.



## AQUA

This compact car carries the latest compact and light weight hybrid system, which combines a 1.5 l engine and a high-output motor. Although it has an easy-to-handle compact body, there is a large passenger and luggage space. AQUA will go on sale in December 2011, and will be gradually sold globally.

## FT-EV III

An EV concept car that uses electricity as a substitute for fossil fuels, a short distance model is in production to go out to market in 2012. The FT-EV III model will carry lithium-ion batteries, which will allow longer journeys of up to 105 km fully charged.



# NISSAN



## PIVO3

The concept of this EV is integration with a future city. In parking lots where an automatic valet system is available, the driver can leave the car to park and recharge for itself. With all 4 wheels acting as rudders, this car can make a u-turn on a street that is only 4m wide.



## NV350 CARAVAN

This new generation commercial van has enhanced features and more capacity. The interior measures 3 m, which is top in the 4-number compact class. There are many utility nuts on the walls of the interior, so that you can set up shelves or equipment as needed.



# HONDA



## AC-X

If you want to take an exciting drive, go for a cruise on the 1.6 l engine mode. Otherwise, switch on the auto-pilot mode, let the car clear of all the maneuvering equipment, and relax. AC-X will carry a plug-in hybrid system and will run for 50 km on EV mode.



## MICRO COMMUTER CONCEPT

A micro mobility unit that is only 2.5 m in length and 1.25 m in width, it is designed to be a casual means of transportation in an urban setting. The can hook up to your smartphone and provide you with various information. It uses a lithium-ion battery and can travel for approximately 60 km.







# JAPANESE PASSENGER CARS

## MAZDA



### TAKERI

This new generation middle class sedan has been designed based on Mazda's new design theme "pulse." SKYACTIV-D - which is the new highly efficient, high performing, and clean diesel engine - realizes a powerful driving experience, which is at the same time, comfortable and highly eco-friendly.



### CX-5

The new MAZDA CX-5, due out next spring, is designed to visualize the vitality and exuberant motions which stirs the heart. It is the first mass-production model to implement the breakthrough "SKYACTIV TECHNOLOGY," where every aspect of the technology has gone through a zero-based review.



## MITSUBISHI



### CONCEPT PX-MiEV II

The SUV has a plug-in hybrid system that integrated the EV experience from i-MiEV with the latest environmentally conscious engine. The 2.1 4 cylinder engine and 2 motors power the 4 wheels, and mark 60 km/l in mileage and over 800 km in distance.



### MIRAGE

As an entry car in the new markets, and as an eco-friendly car in the developed nations, this compact car was designed to meet the demands of both markets with small, low price, and fuel efficient as the concept. By keeping the weight to a minimum, the 1.1 3 cylinder engine aims to reach 30 km / l



## LEXUS



### GS450h

The new GS series will go on sale in the beginning of 2012. The GS450h carries the new 3.5 l V6 engine 2GR-FXE which implemented the next generation D-4S and Atkinson cycle. It is the first to integrate with FR hybrid technology.



### GS350 F SPORT

This model is the sports version of the new GS series. It carries on the driving taste of the "F" of the "LFA," and is equipped with specialty designed parts both inside and outside the body. GS350 F SPORT brings out fully the quality of the new GS series, and is lined up as a serious sports model.



輸入  
乗用車

# IMPORTED PASSENGER CARS

Cars in all shapes and sizes have gathered together from around the globe. All of them have superior environmental standards, and are continuously pursuing their own styles. Explore where the global community is headed.

## ALPINA



### B6 Bi TURBO COUPE

This car is based on the BMW 6 series coupe, equipped with an all-aluminum 4.4 l V8 twin turbo-powered engine and an 8-speed AT. The 2020 kg body can reach 100 km/h in 4.8 seconds, and the maximum speed peaked at 311 km/h.



### B3 GT3

The 2nd world premiere from ALPINA, this model won the ADAC GTMASTERS championship. Only 99 will be produced.

## AMG



### C63 AMG COUPE BLACK SERIES

A pure sports coupe that pursues AMG's slogan of "Driving Performance," this flag ship model is built in small limited numbers. The maximum power of the 6.2 l V8 engine peaks at 517 ps, and the torque at 63.2 kg-m. Acceleration comes at 0 to 100 km/h in 4.2 seconds.



### SLS AMG ROADSTER

An open top roadster model is introduced following the coupe. The body's aluminum space frame structure is reinforced to support the open top, but only resulted in a 2 kg increase in weight. The doors have been modified from the gull wing doors to normal hinged doors.

## AUDI



### A1 SPORTBACK

A new 5-door sports back model is introduced into the A1 series. The comfort of the back seat is enhanced compared to the base model, and is basically laid out as a 4-seater. In Germany, there is a 5-seat option, and 3 types of gasoline engines are expected.



### A6 HYBRID

The A6 is equipped with a 2 l boxer turbo-charged engine that marks 211 ps, and is combined with an electric motor that emits 54 ps, adding up to a total of 245 ps maximum power. The car can travel for 100 km on the electric motor, and it is also possible to manually select which power source to use.

## BMW



### i8

A sports car with plug-in hybrid implemented, it balances high performance with high efficiency - as the i8 can reach from 0 to 100 km/h within 5 seconds, and run on 33 km/l. The front axle is powered by the motor, whereas the rear is by a 3 cylinder engine, and they are balanced at 50:50.



### ACTIVE HYBRID 5

A hybrid system is implemented in the 5 series, enhancing the fuel efficiency 20%. This 8-speed AT vehicle uses the engine as the 535i sedan, which is a 3l in-line 6 turbo charged engine, and is combined with a 55 ps motor.





輸入  
乗用車

# IMPORTED PASSENGER CARS

## CITROËN



**DS5**

This is the 3rd model in the DS line, following the DS3 and DS4. The exterior design beautifully integrates a gran turismo and station wagon, and the cockpit-like interior with toggle switches shows off good taste as the flagship of the DS line up.

## JAGUAR



**XKR-S**

This is the ultimate sports machine carrying an engine of the highest spec that Jaguar has made. The 5L V8 supercharged engine exerts 550 ps, accelerates from 0 to 100 km/h in 4.4 seconds, and reaches speeds of up to 300 km/h. The chassis is also finely tuned.

## LAND ROVER RANGE ROVER



**RANGE ROVER  
EVOQUE COUPE**

Introduced at the same time as EVOQUE, this 3 door coupe is a compact premium cross over. The on-road drive is smooth and sporty, while maintaining the off-road handling.



**RANGE ROVER  
EVOQUE**

This urban vehicle is the most compact that RANGE ROVER has ever made. Fuel efficiency has been enhanced by using metals such as aluminum, magnesium, and titanium to lighten the weight. The interior is decorated with fine leather and wood.

## LOTUS



**EVORA S IPS**

The IPS set for the EVORA S is a 3.5 l V6 supercharger engine that outputs 250 ps of power, combined with a 6-speed AT with a paddle shift allowing manual driving. Combining the most powerful engine with AT will surely meet many people's needs.

**ELISE  
CLUBRACER  
SPS**

In the ELISE line up, which consists of a 1.6 l and 1.8 l 4 cylinder engine with 6-speed AT, a 1.6 l engine + 6-speed robotized transmission spec is newly added. A sports mode is also added to the Dynamic Performance Management, and allows drivers to casually enjoy their driving.



## MERCEDES-BENZ



**B CLASS**

The new B CLASS is now equipped with 1.6 l boxer turbo-charged engines and a 7-speed DCT. The double floor panel has been discontinued, and a regular floor has taken its place. Safety measures have also been revamped, such as the pre-crash safety feature.



**F 125!**

The electric motor power train runs on hydrogen-fuel cells, which does not require a high pressure tank due to new technology, so there is greater freedom regarding the packaging. The result was maximizing the interior space, as well as designing an expressive exterior. The new grill is quite original.



# MINI



## PACEMAN CONCEPT

A 2 door coupe based on the mini cross over, it leaves the traits of the Mini while flattening the roof, creating a good driving experience, and a premium position. The 1.6 I 4 turbo has a maximum power of 211 ps and a torque of 26.5 kg -m (while using overboost, 28.6kg -m).

## COUPE

A 2-seater coupe based on the Mini shares the measurements of the hatch-back mode, but has a sharper appearance. There will be 3 grades lined up.



# PEUGEOT



## 3008HYBRID4

Based on the 3008 model, the hybrid car combines a 2 l diesel engine with a motor to enhance fuel efficiency. The maximum power is at 200 ps, with an increased stability due to the torque reaching all 4 tires.

# PORSCHE



## PANAMERA GTS

GTS is awarded to only high performance vehicles, and this gran turismo is one of the most sporty machines in Porsche's lineup. It is equipped with a V8 engine hitting 430 ps, 7-speed DCT, an all-wheel system, and air/active suspensions.

## 911 CARRERA

The 911 CARRERA underwent a model change and came back with enhanced environmentally friendly features, as well as improvements in performance. The engine has been downsized from the previous 3.6 l to 3.4 l, and the 6 cylinder engine marked 350 ps. Reaches 100 km from 0 in 4.6 seconds.



# SMART



## FORTWO ELECTRIC DRIVE

This EV model is already performing test runs in Japan, and is being planned to go sale. It uses a lithium-ion battery developed by the US company Tesla, and the motor generates 41 ps. The maximum travel distance is 135 km, and can reach up to 100 km/h.

# RENAULT



## KANGOO IMAGE

This is a reference exhibition. With the same bumper design as the KANGOO BE BOP, bright two-toned colors have been applied to decorate the vehicle stylishly. Plan to be on sale in 2012.

## CAPTUR

A concept car reflecting Renault's new design strategy. The theme of the car is "2 people travelling around the world together." The sporty crossover, streamline body, strong form and the unique form all hint at how Renault will design their cars.



# VOLKSWAGEN



## PASSAT ALLTRACK

This is a cross over with Passat Variant as the base. The all-wheel drive, air suspension where you can adjust the height of the car, bumper that has an under-guard, and the all-season tires are all features are fit for cross over model. Expected to go on sale in Europe in the spring of 2012.

## THE BEETLE

After undergoing a model change from the previously new beetle, the new car has lower height and a wider body. The rear lines connecting the roof to the to the C pillar draws a curve as the sky colored beetle.







# JAPANESE COMMERCIAL VEHICLES

Commercial vehicles, such as trucks and buses, carry people and products and support our daily lives. As the trend goes for passenger cars, trucks and buses are starting to adapt hybrid technology.

## ISUZU



### ERGA HYBRID

It is a hybrid bus that has a good balance of environmental factors and driving performance. The hybrid system is composed of a diesel engine and an electric motor running on lithium-ion battery. Combining the highly efficient diesel engine and MT has realized an efficient and an easy drive.



### D-MAX



Made in Thailand, this pick-up truck is driven across 100 countries, making it the most loved 1 t class pick-up truck. The design takes into consider both the looks and aerodynamics. The interior can be chosen out of 3 candidates.

## HINO



### DUTRO PLUGIN HYBRID

The DUTRO HYBRID has been enhanced so that it can be recharged from outside energy sources. Not only will it recharge when braking, it will be possible to directly charge the battery, increasing efficiency and raising the active rate of the motor.



### EV VAN CONCEPT

This is a commercial EV concept model. Since it is quiet and emits less CO2, it is suitable for use inside stores. It carries a compact engine in the front, and as a result, sufficient space were made so that the floor could be lowered to create more space.

## MITSUBISHI FUSO



### CANTER E-CELL

CANTER E-Cell is a small electric truck, which is based on Canter-3S13—which are sold in the European market – and combined with a lithium-ion battery (40kWh) and a motor (70kWh, maximum torque is 300 Nm). It can travel approximately 120 km after 10 hours of recharging. The total weight is 3.5 t.

### CANTER ECO HYBRID



The previous model, which was introduced in 2006, has undergone a model change and will be on sale in the spring of 2012. It will be the first commercial vehicle to have a DCT motor, and by combining this with the lithium-ion battery and diesel engine, it will be very fuel efficient.



## UD TRUCKS



### QUON WING

It is a large-sized truck using a Urea Selective Catalytic Reduction called "Friends." Emissions are 11 l and have a maximum power at 280 ps with a GH11 engine. In order to promote low-energy driving, 2 GH11 pedals have been placed.

国産  
二輪車

# JAPANESE MOTORCYCLES

As the motors increase their performance and decrease in size, there is a hint that adaptation of EVs among motorcycles may progress.

## HONDA

### E-CANOPY

A 3-wheeled EV scooter provides a comfortable and quiet journey. It can be used for personal use, and for business use as well – such as to be used for delivery services. A stylish canopy is also included.



### MOTOR COMPO

This EV communicator has efficiently laid out batteries and motors so that it remains compact. It can be put away standing up so as to not take too much space, and it can also be carried in a car. The detachable battery can be used to recharge cell phones too.



### RC-E

A sports EV where the battery is set above and below the center of the motorcycle. The motor is set along the swing arm pivot, so by adjusting the weight towards the middle of the motorcycle will heighten operability.



## YAMAHA

### EC-Miu

It is a concept model which pursues the possibilities electric communicators have in the urban environment. With one wheel in the front and two in the back, it is designed so that it is easy for anyone to operate. Taking care to keep things simple, the size has been kept as small as possible.



### XTW 250 RYOKU

This SUV motorcycle has improved the mobility of what 2 wheelers would usually have. The concept of this model is "anywhere, anytime, freely." It has a low gravity balance, slim and light weighted gasoline tank, strong protection, and thick tires which all enhance the performance of this machine.



### Y125 MOEGI

Equipped with a global-standard 125 cc engine, this light and slim motorcycle is a pleasure to ride. The mixture of old and new designs makes it easy to become fond of this motorcycle.



### PAS WITH

A concept model to show how bicycles can be utilized more. A front hub-in motor is implemented, assisting the pedaling. The body can be folded and compactly put away. By using bicycles together with the other means of transportation, there will be less restrictions from travelling freely.



## KAWASAKI

### VERSYS1000

This 650 cc middle sports vehicle is the highest raking in its series. Maximum output is 1043 cc, with a 4 cylinder engine, long stroke suspension, and 17 inch road tires.



### NINJA ZX-14R

This is the highest class of the sports model Ninja series. The engine capacity has been expanded to 1441 cc, with 4 DOCH engine. A traction control feature "KTRC" and other new technologies will be utilized to make sports and every day usage enjoyable.



## SUZUKI

### E-LET'S

Using Let's 4 as the base, the engine was replaced with a wheel-in electric motor. Mileage is approximately 30 km after a full charge. The battery can be detached and charged indoors. A spare battery can be stored underneath the seat as well.



### GW250

GW250 is a 250cc road bike that has been exhibited at the motorcycle show in Chongqing. The "B-KIBG" was the design motif, and the motorcycle is beautifully formed. It has high power and is built sturdy, and is equipped with an in-line 2 engine which reduces noise and vibrations.







# The 42nd Tokyo Motor Show Begins!

December 2, 2011 (Fri) to December 11 (Sun)

## Showcasing the Vitality and Technology of Japan

On March 11, the Great East Japan Earthquake left many parts of the country devastated. So too were the automobile and manufacturing industries, but through unified efforts of the whole industry, normalization was attained in a short period of time. This proved to the world of the country's strengths - high technology level; the robustness of the supply chain; the readiness of the tech industry; and the

diligent nature of the people.

"Mobility can change the world" is this year's theme. Automobiles have now become a solution to issues beyond transportation. This new theme delivers a bright message for the future of the automobile industry, and will surely demonstrate how Japan is recovering. So, let "The 42nd Tokyo Motor Show" begin!



## A Glimpse of Special Events During the Show

### The World-Leading "Technology Motor Show"

#### SMART MOBILITY CITY 2011

The organizer will host SMART MOBILITY CITY 2011, held within the venue. It will present a comprehensive view of next generation vehicles and the social systems with which they interact. Manufactures from a wide range of industries - including automobile, energy, housing, power, telecommunications, and ITS - will help us envision how the cities, automobiles, and people will interact in the future.



#### Test Rides

Auto-pilot demonstrations, passenger car test ride program by professionals' driving, and test rides for next generation motorcycles will take place on the rooftop exhibition area on the 4th floor of the West Exhibition Floor. In West Hall 4, there will be test rides of the Panasonic Vehicle.



The photos are for illustrative purposes only

#### Collaboration with CEATEC JAPAN 2011

The Tokyo Motor Show stands together with CEATEC JAPAN as "TEAM TECHNOLOGY JAPAN" to support recovery from the Great East Japan Earthquake.



CEATEC JAPAN & Tokyo Motor Show

### Recovery Aid for the Affected Areas

JAMA member manufactures and United Arrows collaborate to create T-shirts that will be on sale in limited quantities. The proceeds will be donated to relief efforts of the Earthquake. Automobile parts recycled as fashion items and other original items will also be on sale.



### Events for Families

There are a variety of events that families can enjoy. SMART MOBILITY CITY 2011 will host a workshop for kids in collaboration with the Panasonic Center. There will also be soap box mini car races and a Tomica Shop set up by TOMY.



### Venue in Tokyo

To celebrate the event coming back to Tokyo since it was last held 24 years ago, the organizer and MACHI KYO will host a stamp rally of Disney's new movie "Cars 2." You will receive stamps when you shop at a member shop of MACHI KYO, and when you collect 4, you can redeem a prize. Fireworks will also light up the Odaiba area on the Saturday evenings of December 3, 10, 17, and 24.



### Collaboration with the Media

There will be many collaboration events with the media. At the outside parking lot, a Gourmet Food Court will be set up by Fuji TV's "MEZA-MASHI TV" program. There will also be a talk event regarding employment opportunities in the automobile industry by Ms. Hitomi Okazaki, chief editor of RIKUNABI.





## Messages From Four Prominent Women

**Mobility Can Change the World: Our Voices**

The population of women who enjoy driving cars and riding motorcycles are increasing, and four prominent women have given us messages.

## COMMENT-1

**“My wish is that there will still be cars made that will motivate me”**

The look of the car is important, but what's essential is for me to be able to sit behind the wheel with a feeling of security. I am not comfortable when there is a blind spot or when the brakes are too heavy. The first time I drove was when I was 18 – it felt like my life was in a whole new stage. Some people say that it's much easier to take a taxi, but I enjoy the little discoveries I make while driving through town on my own. When the weather is nice, I stuff the car with toys and take the children out. Inside the car is a special space for us. They share with me about a lot of things - like their favorite friends or what they don't like the most.

I think many women – especially mothers – don't really have the luxury to enjoy cars. We tend to choose the most convenient “tool.” However, although it may be less convenient, I want myself to be able to choose style over practicality, and as a reminder, I always keep a MT car at hand. It is my wish that there will still be cars made that makes me feel “I want to keep going so that I can drive that car!”



Violinist

**Chisako  
Takashima**

## COMMENT-2

**“Asking my “smart” car for advice”**

Style and acceleration are important when I choose a car. After I started driving, I have gotten more active. Driving helps me forget stressful things, and I think it helps maintain my mental and physical health – except, however, when I am stuck in traffic. I always wondered how it would be like if cars had wings – I think a lot of people do too.

I am interested in cars becoming more and more smarter with IT. It will be very convenient if it is always online and constantly streaming new information, and if I can ask my car for advice on where I should dine tonight, that would be so much fun.

As a person with many hobbies, my car is my very good “friend” – it helped me shape my lifestyle and ways of thinking. I hope many people will enjoy their lifestyle with cars.



TV Personality

**Chisato  
Morishita**

## COMMENT-3

**“Motorcycles are magical vehicles. I want many people to enjoy it.”**

Motorcycles are magical vehicles which can make a simple trip into a dramatic journey. It will be a whole new experience for anyone who has never had the chance to ride one yet. You become aware of the various smells - the changing season, the sea, early summer, or the scent of an upcoming rainfall. Riding a motorcycle will make you fall in love with nature, travelling, people, and the country. It is also a “universal language” – you'll easily become friends with a motorcycle enthusiast in Italy, even though you don't speak Italian. It is my wish that more people have the chance to experience journeys on motorcycles, and share my values that it is rewarding to have a favorite pastime.



Essayist

**Ritsuko  
Kunii**

## COMMENT-4

**“Timeless stature of quality”**

Ecologically-friendly cars are not just a trend but are here to stay. I hope that one day cars would actually filter and clean the air as they run.

Being ecologically-friendly is important, but I also wish that cars would remain as people's “dreams” and “status.” Quality is timeless, and is something that is always yearned by many. I hope that there would be luxurious cars that people would happily pay for their value. The private atmosphere of the car is very sexy, and provides a romantic setting with someone you love. I am looking forward to a very sweet drive in my dream car.



Model

**Karen  
Michibata**



Touch, feel, speak, and experience the new Tokyo Motor Show

## 01 OPENING CEREMONY

### His Imperial Highness Prince Tomohito of Mikasa leads the Tape Cut Ceremony to Celebrate the Grand Opening of the 42nd Tokyo Motor Show

The 42nd Tokyo Motor Show showcases the latest automobile technology, and has returned to Tokyo after 24 years. The grand ceremony took place to commemorate its opening.



The 42nd Tokyo Motor Show opens with H.I.H Prince Tomohito of Mikasa leading the tape cut ceremony. There are 179 exhibitions with the newest technologies, under the theme "Mobility can change the world."

The opening ceremony of the 42nd Tokyo Motor Show was held on December 2, with the attendance of His Imperial Highness Prince Tomohito of Mikasa who serves as Patron. Congratulatory speeches were given by Seishu Makino, Senior Vice Minister of Economy, Trade and Industry of the Ministry of Economy, Trade and Industry; Jin Matsubara, Senior Vice Minister of the Ministry of Land, Infrastructure, Transport and Tourism; and Hiroshi Sato, Vice-Governor of the Tokyo Metropolitan Government. Following the speech by JAMA Chairman Toshiyuki Shiga, Vice-Chairman Akio Toyoda made an announcement of the show opening, and H.I.H. Prince Tomohito of Mikasa cut the tape.

## 02 COTY PRESENTATION

### The Presentation of the "Car of the Year Japan 2011-2012"

The Car of the Year Japan was announced on stage in the Atrium of the Tokyo Big Sight. Out of the 55 nominated passenger cars, the winner goes to...



Prior to announcing the winner, a talk show was held reflecting the past recipients of the show. DJ Piston Nishizawa, who is on the COTY selection committee, acted as the moderator, with Masayoshi Obata, visiting professor at Waseda University; Masataka Matsutoya, music producer and a member of the COTY selection committee; and Goro Okazaki, a motor journalist and also a member of the COTY selection committee as the speakers.

The announcement of the Car of the Year Japan was made on December 3, which is the first day the show was open to the public. The Nissan "Leaf," which was introduced exactly one year ago, won the honors being recognized as having "a creative concept." The Special Awards went to Mazda Demio SKYACTIV, and Mercedes Benz C-Class won the Import Car of the Year.

## 03 OPENING EVENT TALK SESSION

### The Leaders of the Automobile Manufactures Answer the Question: “How will Mobility Change the World”?

In this rare opportunity, the leaders from Nissan, Toyota, Honda, Mazda, and Mitsubishi shared their views and technical expertise regarding the images of “dream cars” gathered from the public.



December 3 – The opening event talk session was held in the Atrium of the West Exhibition Hall. Terry Ito moderated the event, with Mr. Toshiyuki Shiga from Nissan, Mr. Akio Toyoda from Toyota, Mr. Yoshiharu Yamamoto of Honda R&D, Mr. Takashi Yamanouchi of Mazda, and Mr. Osamu Mashiko of Mitsubishi participating.

As a part of their introductions, the leaders were each asked to point out the most memorable car of a rival manufacturer. All answered according to the theme, except for Mr. Yamanouchi who insisted on answering Mazda’s own “Cosmo Sport,” which brought on laughter from the audience. Mr. Yamanouchi excitedly added that he joined Mazda when the Cosmo Sport was introduced, and that it was seeing the debut of the car at the Motor Show which was the catalyst.

Also with the cooperation of FM TOKYO and J-WAVE,

the “Mimi Car” has collected comments as to “what kind of cars will change the world?” from the streets. Each leader chose one comment out of approximately 3000, shared his view.

Comments regarding what kind of cars people would like included “foldable cars,” “cars that can change designs freely,” and “cars with exhaust fumes that smell nice.” Mr. Mashiko chose “cars where you don’t get car sick,” and explained that “car sickness results from the semicircular canals sensing irregularities. Riding a quiet car, such as an EV, is a good preventative measure,” he says, emphasizing that Mitsubishi will be putting efforts in this area.

This opportunity to hear the leaders of the world-class car manufacturers reflecting on their dream cars and expressing their honest opinions captured the attention of the crowd with a feeling of affinity.



Touch, feel, speak, and experience the new Tokyo Motor Show

## 04 TALK EVENT

### The Revival of the “86” – an Interview with the Chief Engineer

At the talk show titled “Toyota 86 Engineering Story,” sponsored by the Automobile Journalists Association of Japan (AJAJ), automobile journalist Manabu Kawaguchi interviewed Tetsuya Tada, the Chief Engineer of the Toyota 86, about stories behind the development.



“We never considered building a modern version of the AE86” says Chief Engineer Tetsuya Tada. When the go-ahead for the “86” was out, there was nothing decided except for the concept that the car should be “fun, playful, and lovable” as the AE86 was. The AE86 actually has many fans - tuned car enthusiasts are still building AE86 parts. The sole reason why Toyota is launching the 86 right into the struggling sports car market is that they wish to remind drivers across the globe about the “fun of driving while enjoying the dialogue with the car.”

“The announcement with Subaru has also been good timing, as we were able to embrace the boxer engine which realizes a low center of gravity” explains Mr. Tada. The Toyota 86 has a CAN communication feature, and can record the data when driving the circuits. Using the data, the driving scene can be recreated on the PlayStation game “GT5 Spec II,” and drivers can use the game as a part of their training. This is the age of virtual and reality coming together.



Tetsuya Tada, Chief Engineer of the Sport Vehicle Management Division from Toyota Motor Corporation, appears on stage. Before the 86, he was famous for developing the Toyota Ractis, a sporty compact car.

## 05 PASSENGER CAR TEST RIDE PROGRAM BY PROFESSIONAL DRIVERS



### Don't Miss this Opportunity to Ride in the Latest Model Car Driven by a Professional Driver!

This test ride event, organized with the cooperation of the Japan Motorsport Promotion Organization, is very popular as you can experience the latest cars driven by a professional driver.

Between December 2 (Fri) to 6 (Tue) at a special course set up in the Outdoor Exhibition Area, passenger car test rides will be given by the Automobile Journalist Association of Japan (AJAJ) members and instructors. The purpose of the test ride is to have people experience the true performance of the cars, and 20 domestic and imported brands cooperated in the event providing 36 cars. Those wishing to participate must enter for a drawing on the day of the ride. Participants will get a first-hand look at the driving techniques of the professionals from the passenger seat and rear seats, and experience the performance of the latest cars at the same time. Be sure not to miss this rare event!



This is a popular event – participation is only possible by being chosen at the drawing. There are long lines around the course to enter. A variety of models will be available, such as the latest hybrid car to imported exclusive cars. The course, where you can experience the smooth and enjoyable driving by the professionals, is designed under safety standards.

## 06 TOMICA

### Build your Original London Bus at the TOMICA Booth

“TOMICA” is almost synonymous with the word “mini-car,” and is well known by car enthusiasts. The TOMICA booth is on the West Hall 4th floor.



What makes the TOMICA booth attractive is that it provides experiences. At the TOMICA Factory, you can choose out of 3 colors, and build your original bus. Adults, as well as children, are invited to participate. The large diorama made of TOMICA products is also a spectacle. To commemorate the Tokyo Motor Show, 12 limited models are also on sale. You can only see them here at the TOMICA booth so be sure to stop by.

There are numerous displays of mini-cars and Prarails - which most of us have played with sometime during our childhood - and can be enjoyed by all members of the family. The booth is designed to be a showcase as well as an experience; at the “TOMICA Factory,” you can build your original London Bus by choosing the colors for the roof and body. Families will also enjoy the “TOMICA Diorama” which is a large city built using TOMICA products.

## 07 UNITED ARROWS

### Limited Edition T-Shirts on Sale

Limited edition T-Shirts made by the popular select shop brand UNITED ARROWS will go on sale.



The collaboration T-shirts are 2,980 yen each. 50% of sales will go to relief funds of the Great East Japan Earthquake.

As a part of the efforts for earthquake relief, UNITED ARROWS has designed T-shirts with the theme “REVITAL NIPPON!”. They were designed in collaboration with 14 Japanese car manufacturers, and has their logos across the front. They are available only at the Show.

## 08 PREMIUM GOODS

### Find Premium Goods Only Available at Direct Outlets

Find the car manufacturers’ official premium goods here – from the newest to the rarest.



At the Premium Goods Shop, you will find various goods provided by the domestic and import manufacturers. Prices range from a few thousand yens to those that are premium priced.

Official goods have been on sale since the 30th show, and at the 40th, exhibitors’ premium goods were added to the lineup – and became very popular. Premium goods from domestic and import manufacturers – which are usually only available at their direct outlets - are available here.





Feedback from 8 journalists

## What are the Highlights of the 42nd Tokyo Motor Show 2011?

Famous journalists from around the globe is here visiting the long-established motor show. We asked them what they think on press day.



1

### The Technology of Japanese Cars are Appealing

I am curious as to how Japanese manufacturers will present their eco cars. Currently in Ukraine, it is deemed fashionable to drive hybrid cars. It may be unbelievable in Japan, but driving a hybrid is a status symbol in Ukraine. Environmentally friendly high technology may be what is appealing about Japanese cars.

“Auto Centre” Chief Editor  
**Mr. Shirokun Igor**  
(Ukraine)



2

### Sports Cars by Toyota and Subaru!

I am most interested in Toyota 86 and Subaru BRZ. Whether they will be available in Argentina or their prices, I don't know. However, it seems it will be priced reasonably in Japan, so I am very envious of the Japanese people. Sports cars excite people. The JUKE NISMO CONCEPT and Toyota's FUN-Vii was also interesting.

“TIEMPO” Reporter  
**Mr. Sebastián Ramos**  
(the Argentine Republic)

3

### Will the Japanese Sports Cars start a New Trend?

The launching of Toyota 86 and Subaru BRZ into the Japanese market is more than just a re-introduction of FR sports cars. About 20 years ago, many global automobile manufactures followed with 2-seater open cars after Mazda introduced the Roadster. I am anticipating that the “easy and fun-to-drive” concept by Toyota and Subaru will stimulate the global players again.



Motor Journalist  
**Mr. Peter Ryan**  
(Australia)

4

### Eco but Fun-to-Drive

I am interested in the exhibits related to the smart grid. Japan is leading in the EV market, and EV related technology may be one of the strength of the Japanese manufactures. It is a good trend that manufactures are pursuing environmental factors as well as the “fun-to-drive” concept. I intend to find out where the Japanese manufactures are headed for next at this show.



Motor Journalist  
**Mr. Kenji Yamazaki**  
(Japan)

5

### Keeping a Watch on Mercedes Benz

The smartphone app “INFOSOUND” by Mercedes Benz interests me. If you install the app on your smartphone, it gives you information regarding the cars in your proximity (some cars are not compatible). The concept of integrating “IT” and “real” is Japan-like, and matches the “Tokyo” Motor Show – although these cars are German.



Motor Journalist  
**Yasuhisa Shimashita**  
(Japan)

6

### Back-to-the-Basics with the Charm of the Cars

I am for the Toyota 86 and Subaru BRZ. Considering that environmental factors are a “must” for Japanese manufacturers, there may not be much innovation – however, I feel that we are back to the basics regarding how the cars appeals. It may be a test case to see how the lagging automobile market will react, after launching cars carrying the concept “fun-to-drive.”



Motor Journalist  
**Manabu Kawaguchi**  
(Japan)

7

### The Honda Booth is Impressive

All the booths at this year's motor show is full of vitality and that is good. There are many exhibitions with environment-related technologies, but still those with cars that gets you excited. Many people are focusing on Toyota 86 and Subaru BRZ, but I personally feel the Honda booth is impressive. Japan is getting good at mixing eco with excitement.



Motor Journalist  
**Goro Okazaki**  
(Japan)

8

### The Message of Eco from Japan will Inspire Globally

People are always keeping an eye out for the Japanese manufacture's concept cars, as the designs are always innovative. Environmental awareness has risen in Thailand, and hybrid cars are very popular. New environmental technologies other than the hybrid presented at the Tokyo Motor Show are also very surprising. I am reassured that Japan has very advanced technologies. I believe the world is watching.



“THAIDRIVER Magazine”  
Writer  
**Piyanart Singkeopong**  
(Kingdom of Thailand)



Feedback from female motor journalists

## The Future Changed by Mobility. What is Your Wish?

The theme for this year's motor show is "Mobility can change the world."  
We asked female motor journalists "what would the world be like after it has been changed by mobility?"



**1** Automobile lifestyle writer  
**Ms. Yuko Iida**

### A world with colorful cars!

There are many cars colored in green and blue – taking into account the ecologic factor. Being "ecologically friendly" is a must, and above that, I wish for cars to be exciting and in red or pink, making the cities colorful and bright.

### Globalization of cars with IT

As the car navigation systems are connected to the cloud, I hope that cars are connected among themselves and become a part of society. With traffic congestion in the cities, cars are unfortunately not always convenient. Integrating IT into cars ahead of the world fits the future image of Tokyo, and I hope it will become another recognized aspect of the city other than Akihabara.



**2** Automobile journalist  
**Ms. Yumi Kawabata**



**3** Car-life journalist  
**Ms. Akiko Marumo**

### Cars that are people-friendly to drive

I feel there has been a lacking of communication between cars. You can't tell if the driver is angry or happy from just the sound of a horn. I hope communication between cars improve, and create a more pleasurable driving experience.



**4** Car-life essayist  
**Ms. Yumi Yoshida**

### From bland and innocuous to an age of uniqueness

The import car manufactures add flavor to their cars, but the Japanese manufactures have produced cars that are generally bland. Recently, however, we are starting to see unique cars in Japan. People are now turning away from tasteless cars. I anticipate the evolution of the Japanese manufactures.

### Eco with passion!

This year's motor show is a turning point in that the Japanese are trying to regain their lost desire for fun. The manufactures are now shifting from focusing only on eco. Cars will be seen not merely as tools, but will carry the theme of how to express their fun and passion – and this is an area where competition is likely to heat up.



**5** Motor journalist  
**Ms. Tomoko Fujishima**



**6** Automobile journalist  
**Ms. Yuki Imai**

### A new category of vehicles?

I expect cars will go back to the basics – after going through a very high-paced evolution and turning into a precision mechanical equipment. Cars with engines will become even more hotter, and eco cars, on the other hand, will undergo further technological evolutions. The automobile category may also be subdivided, and perhaps a new category of vehicles may arise.





## Today's Question

### What are cool cars for families?

The definition of “cool” depends on the person. We asked families what they think are cool cars from a “family perspective.”

1. Where are you from? 2. What are you looking forward to? 3. The answer to the question



1

Goto Family

A sedan with both space and performance

- 1. Tokyo
- 2. Honda, BMW, and TOMICA
- 3. I'd like to drive a sports sedan like the BMW 5 series, but it doesn't fit a family. I think a sporty and stylish sedan with enough space would make everyone happy.

A car with spacy interior that can carry everyone

- 1. Kanagawa
- 2. Eco cars
- 3. A car with enough space for baby carriages and luggage. For us, a car that is “child-friendly” is a car where the whole family – including the grandparents – can join us for a drive.



2

Morishita Family



3

Kondo Family

A design that satisfies dad

- 1. Saitama
- 2. Toyota 86, TOMICA, trucks
- 3. Being eco is a must, but I would look for something that is a family car but is sporty and with a strong masculine design.



4

Gomikawa Family

Dad and the children's favorite are imported cars

- 1. Tokyo
- 2. Trucks
- 3. Dad loves imported cars, and the children also like BMWs and Audis. They were also enthusiastic about the large buses and trucks. I hope there would be more Japanese cars designed so that children would be excited about them.

Small, cute, and smart

- 1. Tokyo
- 2. Our first time here, so everything!
- 3. Large cars – especially SUVs that have height – can handle luggage, and is somewhat of a dream car. However, my daughter was absorbed with Smart just now. I think children like cars that are cute.



5

Oguma Family



6

Kawana Family

EV car that the whole family can ride in

- 1. Tokyo
- 2. EV cars, TOMICA
- 3. After the earthquake, I took interest in EV cars as we faced a shortage of gasoline. I think the BMW i3 is cool in that although it is an EV car, it can carry 4 people and is very stylish.



## Today's Question

### The IT in Cars are Evolving. What will you do?

The IT of cars are evolving, such as with car navigation systems connecting to the cloud.

What would you like to do if you are driving in a new generation car?

Other than IT, what kind of evolution would you want cars to undergo? We asked the women visiting the event!

1. Age 2. Who did you come with? 3. What are you looking forward to? 4. The answer to the question



**1** Ms. Maki Kimura

I want to use it like a smartphone

- 1. 27
- 2. Friends
- 3. How the next generation energy will unfold
- 4. My job usually finishes late at night, so I want to know not only the place of the massages or restaurants, but their hours as well as reviews.

A car that I will look forward to ride

- 1. 25
- 2. Colleagues
- 3. The latest technologies
- 4. It would be interesting if more entertainment aspects were added, so that even traffic congestions would be enjoyable. I want to use the atmosphere flexibly - karaoke if I need to lift my spirits, or aroma if I want to relax.



**2** Ms. Mari Kamei



**3** Ms. Maki Tokuda

If the car can park for itself...

- 1. 39
- 2. Boyfriend
- 3. Subaru BRZ
- 4. If there is an automatic valet - where the car can park itself or pick you up at the curb, that would be wonderful.



**4** Ms. Megumi Aoyama

Respond to e-mails while driving

- 1. 23
- 2. Colleagues
- 3. Everything
- 4. I want to be able to respond to e-mails even while driving. If it can read out loud the message, or if I can speak the reply, that should be safe while driving.

Total sync with smartphones

- 1. 27
- 2. Alone
- 3. Concept cars and Subaru BRZ
- 4. I would like the smartphone to completely sync with the car - so for example, the destination of the car navigation would be set automatically based on the schedule in my smartphone. It would be perfect if the driving can be done by the smartphone as well.



**5** Ms. Eriko Ichinohe



**6** Ms. Tomoko Kadota

A future with no accidents with automatic driving

- 1. 33
- 2. Husband
- 3. Audi, Volvo, and Mercedes Benz
- 4. If cars evolved so that there would be no wheels and would fly on autopilot to the destination, there would be less traffic congestions and accidents, creating a much safer world with cars.



## SYMPOSIUM

### An Era Where Energy is Not Bought, but Created

The “Smart Community,” which is the next generation way of living - represented by smart houses - cannot be discussed without thinking of alternative energy sources to oil. What role will EVs play in the near future? A lecture was given regarding the latest developments.



Experts of energy related problems gathered. Members of the panel included: Mr. Yasuji Komiyama, Director, Smart Community Policy Office, Agency for Natural Resources and Energy; Prof. Yasuhiro Daisho, Waseda University Graduate School of Environment and Energy Engineering; and Prof. Ryuichi Yokoyama, also from Waseda University Graduate School of Environment and Energy Engineering.

The “Smart Community Symposium 2011,” sponsored by the Smart Mobility City 2011 Committee, has been held under the theme “New Technologies Changing Lifestyles.” The symposium started out with the seminar “Smart Life Supported by Next Generation Energy,” given by Professor Kashiwagi of the Tokyo Institute of Technology.

Professor Kashiwagi explained what smart communities would be like with smart houses and smart appliances supported by a dispersion of energy realized by EV cars, and proceeded to lecture that time has come for us to start producing energy – not just buying them. Mr. Shuntaro Yamazaki of NEC Corporation explained about “Efforts towards Smart Energy Solutions,” and Mr. Toru Futami, Expert Leader at IT & ITS Development Department at Nissan, presented about “The Evolution of EVs and the Future of a Self-Sustaining and Distributed Social System.”

Lastly, a panel was held regarding the energy policy after the Great East Japan Earthquake, where the panelists discussed about new energies. Actress Rei Kikukawa also took a seat as a panelist. The panelists shared examples of corporate activities and national policies, and discussed about the energy issues of the near future.



Tokyo Institute of Technology  
Professor

### Takao Kashiwagi

Graduated with a Ph.D. in Engineering from the Tokyo Institute of Technology. After working as a guest researcher at the National Bureau of Standards in the U.S. Department of Commerce and several other posts, he returned to the Tokyo Institute of Technology School of Engineering in 1988 as a professor. Has been working in the current post since 2007. In 2008, he was awarded the Prize for Science and Technology (research category) from Japan’s Minister of Education, Culture, Sports, Science and Technology. Principle expertise includes energy, environmental systems, and energy system analysis.



## SYMPOSIUM

### Next Generation Telematics and Mobility Society

At the symposium held on December 5, experts from around the world explained what changes the driving environment will undergo when utilizing the telecommunications system, and what merit it will bring about. We are steadily moving towards a more safer, more convenient motorized society.

“Telematics” is a system where mobility becomes connected, and various kinds of information are communicated. The information can be utilized and put to use for numerous purposes – having an infinite of possibilities.

In his opening speech, Mr. Masaaki Nishizawa, Chairman of the Smart Mobility City 2011 Planning Committee, explained that next generation telematics is becoming a reality.

For example, with Honda’s Internavi, traffic conditions of the proximity of the car is uploaded to the information center, and that information is shared with other cars. Using the uploaded information in real time along with the VICS information, travel efficiency to the destination will be enhanced. When the Great East

Japan Earthquake struck, while many roads were closed and transportation went to a standstill – Internavi was still able to navigate through travelable roads.

Google has released data stating that approximately 90% of the traffic accidents are due to human error. They are currently working on developing an autonomous car system by integrating technologies such as laser scanners, cameras, radars, and GPS. Google emphasized that accidents can be prevented and cars can run more efficiently if they were autonomous.

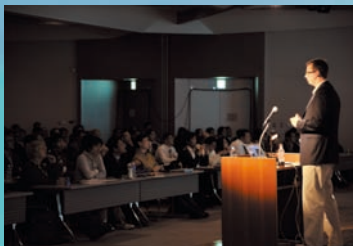
Other topics included an automatic notifying system for when vehicles are stolen or is involved in an accident, and the effects on easing traffic congestions.



Mr. Takeshi Imai of Honda explained about Internavi. It was awarded the Good Design Grand Award 2011 for accurately navigating travelable roads after the Great East Japan Earthquake.



Anthony Levandowski of Google explains about the autonomous car. He emphasized that accidents can be prevented, and it can also be used for transporting the elderly and children.



As we catch a glimpse of how the latest technologies are evolving step by step, there is a feeling that dreams are now becoming a reality before our eyes.

Smart Mobility City 2011  
Chairman, Planning Committee  
**Masaaki Nishizawa**

Mr. Nishizawa wishes that many people have the chance to understand how the next generation vehicles will change the transportation system to be more safe and comfortable. Transportation systems that are accident and traffic-free have already been realized in some places, but he wishes to expand the area.





## KIDS WORKSHOP

### Fun Learning about the Future Lifestyle Shaped by Next Generation Vehicles

A workshop was held to explain to kids about the future lifestyles, which will soon arrive, that will be centered around next generation vehicles. The content will be enjoyable for the whole family.



The future lifestyle cannot be discussed without the existence of energy-efficient next generation vehicles. It will all depend on the next generation vehicles and the surrounding social systems as to how the limited energy resources will be efficiently used, and how a lifestyle with a good quality be realized. The aim of the kids workshop is to deepen their understanding through the lectures regarding "Smart Community City," and hands-on experience.

Kids can learn while enjoying being creative at the hybrid car workshop. Everyone is focused on their artwork.



At the hybrid car workshop held before the Tokyo Motor Show tour, participants had a chance to understand how the hybrid car works. The children are deeply absorbed in their works.

One feature of this event, which targets students between the 4th and 6th grades, is the hybrid car workshop held at the Panasonic Center Tokyo close to the Tokyo Big Sight. It aims to deepen the children's understanding by having them actually make something themselves. There will also be tours around the "Smart Mobility City 2011," which will leave an impression that the future is only steps ahead - to both the children and their parents.

## PERSONAL VEHICLE TEST RIDE

### Experience the Ride of the Future Ahead of Everyone Else!

One of the pleasures of the Tokyo Motor Show is being able to ride a car of the future - which you will rarely come across elsewhere. Let's take a ride in a personal vehicle, which will be a key player in the future transportation system.



A personal vehicle is a transportation tool expected to play an important role as a substitute for automobiles in future metropolitan areas. In the past motor shows, many manufactures have presented next generation vehicles and showcased many concept models. You can test ride the personal vehicle within the Smart Mobility City 2011 exhibit.

Vehicles available for test rides are Nissan's "New Mobility CONCEPT," Toyota's "i-REAL" and "Winglet," and the "autonomous wheelchair" and "cooperative driving wheelchair" by

The available test vehicles depends on the time and date. If you already know what model you wish to try, be sure to check out the schedule.



Don't miss this rare opportunity to test ride in one of the future vehicles which the manufacturers have been researching.

the National Institute of Advanced Industrial Science and Technology (AIST). The vehicles will be available alternately and anyone can participate, although the total number of participant will be limited.

There were many positive feedbacks from the participants, such as "I was surprised that it was faster than expected"; "it was quiet and comfortable"; and "it was unimaginably sturdy from its cute looks." Those who are interested in experiencing a ride of the future should visit the Smart Mobility City 2011.



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Also, the smart electric drive is available for test drive at the "SMART MOBILITY CITY 2011" from December 7th (Wed) to 11th (Sun).

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smart forvision



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おかげさまで皆様から高い評価をいただきました。

これからも、より安心できる保険を目指して努力していきます。ご期待ください。

あなたを全力で支える。



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\*1 事故のご連絡時に、初期対応サービスの要請があった場合。

\*2 価格.comの2011自動車保険満足度ランキングより、代理店系損保(通販系商品取扱損保を除きます)内順位を表示。通販系損保を含めた順位は、総合満足度部門5位、コミュニケーションの満足度部門3位、対応の迅速さ部門4位。このほか、初期対応部門2位(5位)\*3、対応の確さ部門2位(5位)\*3。\*3( )内は通販系損保を含めた順位。

上記以外に保険金の認定満足度部門などがありますが、当社の順位は公表されていません。

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# Scenes showing cars in the 22nd century - according to Leiji Matsumoto

The Tokyo Motor Show News is published daily.

The cover illustrations, drawn by Leishi Matsumoto, will change daily during the show. We hope you enjoy!



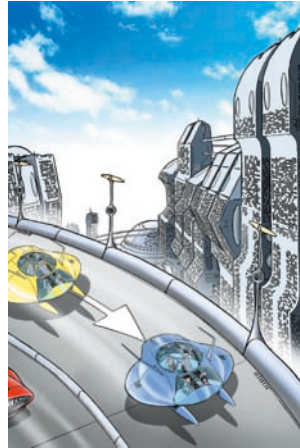
11.30

Cars going through an underground tunnel at high speed. The concept of "lanes" has been abolished and cars can go from side to side and up and down, but safety is ensured by radars that maintain a constant distance between vehicles.



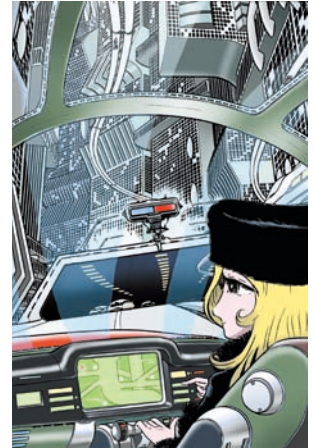
12.01

A large bus with a carrying capacity of over 300 passengers. These are extremely popular due to their internal comfort and the network of convenient stations. Their driving is controlled by the Control Lines.



12.02

City commuters that are levitated by Guide Antennae mounted in street lights. There are highly-advanced tires stored in the two floats underneath the body.



12.03

The only time the driver needs to touch the control lever is when parking or driving down an alleyway. If the driver starts talking to the navigation system then automatic driving will be re-enabled.



12.06

A large truck going through a mountainous area. As road conditions do not affect the antigravity levitation system, vehicles can even travel through undeveloped lands. The heavier the load is, the more powerful the vehicle becomes.



12.07

Electric mobility scooters provide safe transportation on expressways. Canopies can be easily detached. You can go into shops including convenience stores without getting out.



12.08

As the operation of all vehicles is fully automated, there will be no traffic jams. As the antigravity levitation system is not radio-controlled, there is also no impact on human health.



12.09

A classic-style motorbike with a vertical gyroscope and horizontal stabilizer. The stabilizer is equipped with an obstacle sensor that prevents crashes.

©2011 Leiji Matsumoto  
Leiji Matsumoto



## Leiji Matsumoto

Manga artist  
Born in Kurume, Fukuoka.  
Matsumoto won the 1st Chohen Manga Shinjinsho (New Artist Award for Long Stories) from Manga Shonen. His renowned works include "Galaxy Express 999", "Space Battleship Yamato", "Captain Harlock" and many others.  
He is currently the Chair of the Young Astronauts Club Japan and a prominent advocate for the National Space Development Agency of Japan.

## Creating a mobile society where everyone can enjoy safety and convenience



### 12.04

Bikes are very popular as a simple means of transport. They can also go over rivers without bridges thanks to the antigravity levitation system. You can travel home while working on your tablet.



### 12.05

There is a strong infatuation for cars from the 20th century too and retro-designed vehicles are treated with respect. Metal-effect bumpers and grooved tires are popular decorative accessories.



### 12.10

Ambulances do not levitate but travel on roads which prioritize the transport of patients to hospital. They are fully equipped with medical facilities sufficient to undertake operations on board. Police cars have combat capabilities equal to those of tanks.



### 12.11

Transport vehicles that can carry cranes in place of caterpillars. When the antigravity levitation system is reversed, it renders building equipment heavier and more stable than under normal gravity. This has led to accelerated reductions in the general weight of building equipment.

### 2012 calendar with the illustrations are on sale

At the official goods shop in the venue, the calendars are available at 630 yen (taxes included). Proceeds will be donated to charity to support recovery efforts from the earthquake.

Since its invention in the 19th century, the automobile has been continually evolving. By the end of the 21st century, the idea of rotating tires using oscillating energy generated by motors has become obsolete and cars are now powered using perpetual thrust force generated by air resistance or thermal energy. In the 22nd century, we will be able to drive cars using accumulated potential energy.

Yes, this means an antigravity levitation system has been developed. The idea is very simple. The invention makes objects float in the air by balancing the gravity of the Earth against the gravities from other planets in the Solar System. This system could only be used for cars because of a significant reduction in the weight of the body of the car. Extremely heat-resistant and elastic materials were invented by mixing a special resin, not with metals, but with paper or plant fiber. These materials can be molded into any form and do not need to be painted. Once coated with a special film they block ultraviolet rays, change the brightness of the interior freely, and create many other effects. The tires mounted on the body are used to stabilize the car when driving in alleyways and when backing into a parking space. They also have highly advanced technologies to ensure safety in emergencies and natural disasters.

With the invention of the antigravity levitation system, surfacing roads has been significantly simplified. Roads are no longer paved with tarmac or concrete, reducing costs and causing far less damage to the natural environment. What are required instead are Control Lines that are buried in roads and Guidance Antennae including road illuminations. The antigravity levitation system can sometimes forego bridges. Of course it does not allow cars to float on the sea, as cars are not built as water vehicles. But the system enables cars to run above water for a few miles.

Car driving is completely automated and all drivers have to do is talk to the car navigation system. If the driver tells the navigation system the destination, it will automatically calculate the best route to take and get passengers there safely. However, the driver can still experience the pleasure of driving once the automatic driving is turned off. The driving process does not consist of deciding when to steer, brake and change gears, but is determined by the driver's brainwaves whose image is read by a sensor. Needless to say, safety is absolutely guaranteed even with manual driving.

Mobility in the 22nd century has completely changed including for large vehicles. Transportation is safer, friendlier to the environment and continues to play a great social role by bringing us the products that satisfy a variety of our desires.





**1 Hotel Nikko Tokyo**  
10% off restaurant and bar

Access directly from Daiba station. All rooms have balconies that reminds you of a tropical resort. The restaurants have spectacular views of the major landmarks of Tokyo, such as the Rainbow Bridge and Tokyo Tower – all of which is available at 10% off.

**Hours** Lunch 11:30 to 14:30 / Dinner 17:30 to 21:30  
\*Hours may vary for some restaurants

**Access** Yurikamome (Daiba Station) direct access  
Rinkai Line (Tokyo Teiport Station) 7 minute walk



**2 Aqua City Odaiba Mediage**  
Exchange for "Nice Coupons"

Located near the Odaiba Kaihin Park is Tokyo's resort island "Aqua City Odaiba Mediage." If you present this guidebook to the information counter (open until 21:00), you will receive a "Nice Coupon" which you can use within the facility. \*For details, please see the "Nice Coupon"

**Hours** Shops & food court 11:00 to 21:00 / Restaurants 11:00 to 23:00  
Mediage 11:00 to 23:00 (open all night Saturday)

**Access** Yurikamome (Daiba Station) 1 minute walk  
Rinkai Line (Tokyo Teiport Station) 6 minute walk



**3 DECKS Tokyo Beach & Tokyo JOYPOLIS**  
Exchange for "DECKS Premium Card"

"DECKS Tokyo Beach" is THE entertainment spot. Present this guidebook to the information counter at the Seaside Mall (open until 21:00) to redeem your "DECKS Premium Card." You will get a 20% discount on admissions to Madame Tussauds too!

\*For details, please see the "DECKS Premium Card" service list

**Hours** 11:00 to 21:00 / Restaurants 11:00 to 23:00  
Tokyo JOYPOLIS 11:00 to 23:00 (last entry at 22:15)

**Access** Yurikamome (Odaiba Kaihin Koen Station) 2 minute walk  
Rinkai Line (Tokyo Teiport Station) 5 minute walk



**4 Hotel Grand Pacific LE DAIBA**  
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**Hours** Lunch 11:30 to 14:30 / Dinner 17:30 to 21:00 / Bar: to 24:00  
\*Hours may vary for some restaurants

**Access** Yurikamome (Daiba Station) direct access  
Rinkai Line (Tokyo Teiport Station) 10 minute walk



**5 Fuji TV** 20% off admissions to the observatory "Hachitama"

Present this guidebook to receive 20% off admissions to Fuji TV's symbolic observatory "Hachitama." Enjoy the 270 degrees panorama of the bay area from 123.45 m above ground.

**Hours** 10:00 to 18:00 (last entry is 30 minutes before closing)  
Open every day except for Monday

**Access** Yurikamome (Daiba Station) 3 minute walk  
Rinkai Line (Tokyo Teiport Station) 5 minute walk



**6 Daiba Frontier Building** Receive discounts from shops within the building!

Shops are prepared to give you discounts such as free drink bars and 1000 yen discounts when dining with over 3 people. Details are available at shop entrances. At the Shell Museum, there will be a 10% discount for Shell and Ferrari goods.

**Hours** Warawara: 17:00 to 5:00 / CRUX Kafco 7:30 to 19:00; Sat 12:00 to 18:00; closed Sundays / Tokyo Kushi Ya 11:00 to 15:00; 17:00 to 23:00 / Shell Museum 10:00 to 20:00; Sundays and holidays 11:00 to 18:99; closed Saturdays

**Access** urikamome (Odaiba Kaihin Koen Station) 1 minute walk  
Rinkai Line (Tokyo Teiport Station) 3 minute walk

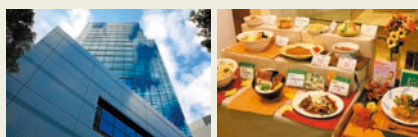


**7 the SOHO Cafe & Dining** Discount at "the Canteen" for lunch and dinner

"the SOHO" is one of the largest SOHO office building and is excellent in design. Receive 100 yen off the lunch menu, and 10% off when you use 2000 yen or more for dinner at "the Canteen" located on the 1st floor.

**Hours** Lunch 11:30 to 16:00 / Dinner 17:30 to 22:00 (last order 21:30) Weekdays 10:00 to 22:00 / Saturdays 10:00 to 18:00 / closed Sundays (tel. 03-5530-0261)

**Access** Yurikamome (Telecom Center Station) 5 minute walk  
Yurikamome (Fune no Kagakukan Station) 5 minute walk

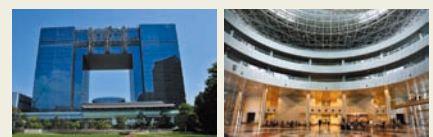


**8 Aomi Frontier Building Cafeteria** Free servings at the "Greens Chef"

The Cafeteria "Greens Chef" seats 130 people in the business center of Aomi. If you order a set lunch (11:30 to 14:00), you can receive free servings of rice and miso soup. Don't hesitate to come if you are really hungry.

**Hours** Lunch 11:30 to 14:00; closed Saturdays and Sundays

**Access** Yurikamome (Telecom Center Station) 1 minute walk



**9 Telecom Center Building** Discounts on the observatory and restaurants

Discounts are available at 7 the restaurants – including soba, Japanese cuisine, Chinese cuisine, and izakayas – and cafe. Details are available at shop entrances. Admissions to the observatory with a dramatic nightscape will be discounted 100 yen. Restaurants within the observatory will also provide discounts.

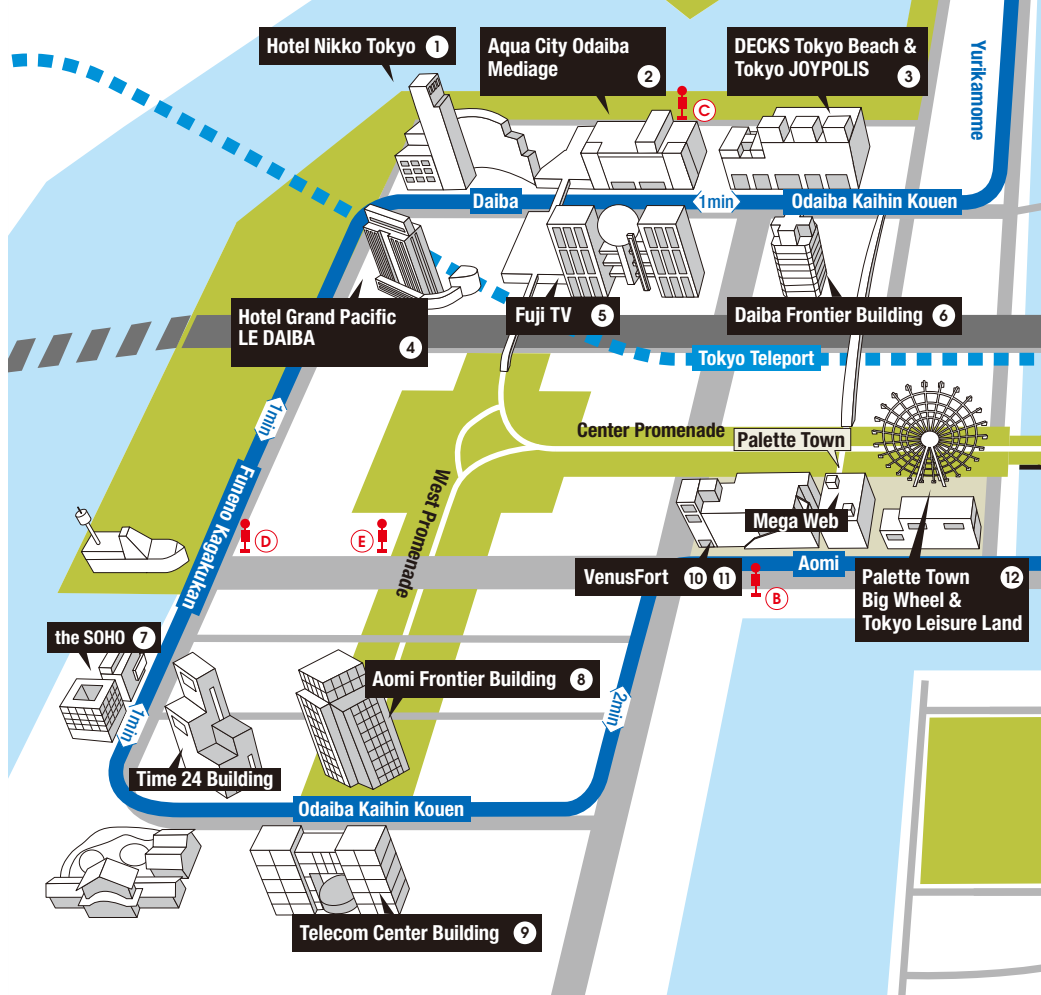
**Hours** Lunch 11:00 to 15:00 / Dinner 17:00 to 22:00  
\*Hours may vary for some restaurants

**Access** Yurikamome (Telecom Center Station) 1 minute walk

Show your copy of the TOKYO MOTOR SHOW NEWS!

# TOKYO WATERFRONT AREA MAP FOR DISCOUNT COUPONS

The Tokyo Waterfront Area (Rinkai Fukutoshin), where the Tokyo Big Sight is located, has many spots that you can enjoy. The facilities located in the area have prepared special discounts for visitors of the Tokyo Motor Show.





**10 VenusFort\_ Receive your "Gourmet Coupon" & see the "Wolves of the Circuit" exhibit**

VenusFort is a theme park type of a mall recreating an European town between the 17th to 18th century. Present this guidebook at the information desk on the 2nd floor to redeem your "Gourmet Coupon" which can be used at the cafe and restaurants. Be sure to check out the "Wolves of the Circuit" exhibit where there are many supercars and other classic cars on display.

**Hours** Shops 11:00 to 21:00 / Restaurants 11:00 to 23:00 (last order 22:00)  
\*Please see the "Gourmet Coupon" for details

**Access** Yurikamome [Aomi Station] direct access  
Rinkai Line [Tokyo Teiport Station] 3 minute walk



**11 MEGA WEB HISTORY GARAGE 10% off Japanese model cars at "Grease"**

Located within the HISTORY GARAGE at VenusFort, Grease is Tokyo's largest model car shop. Present this guidebook to receive 10% off Japanese car models. You can also stop by the ALESSANDRO NANNINI Caffe where you can enjoy a cup of coffee while enjoying the view of mini cars and classic cars. The "Fun Cart Ride" is a cart ride that can be enjoyed from kids of elementary school and older.

**Hours** Shops 11:00 to 21:00  
\*Fun Cart Ride 11:00 to 17:00

**Access** Yurikamome [Aomi Station] direct access  
Rinkai Line [Tokyo Teiport Station] 3 minute walk



**12 Palette Town\_ Discount on Ferris wheel tickets and Tokyo Leisure Land bowling and Karaoke**

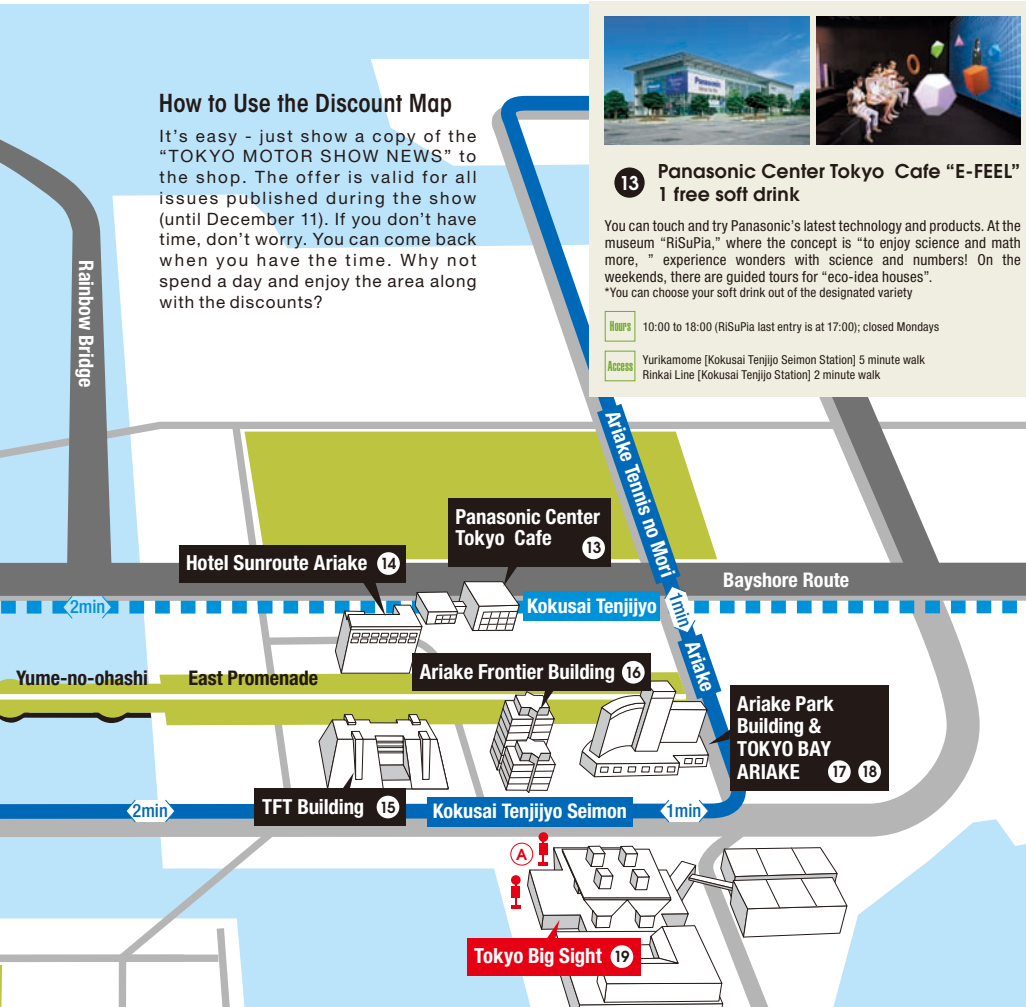
Tickets to the Ferris wheel standing 115m above ground with a view of the sea and Tokyo: 900 yen \*700 yen (\*excluding the see through gondola; up to 4 may receive discount)  
100 yen discount per game for bowling at Tokyo Leisure Land (\*rental shoes are 300 yen; up to 4 may receive discount); 20% off room charge for karaoke (\*1 drink order necessary)

**Hours** Ferris wheel 11:00 to 22:00 (Friday and Saturday to 23:00, closes during bad weather) / Tokyo Leisure Land bowling 24h; karaoke 13:00 to 6:00 (last admission 5:00) / game corner (3rd floor) 10:00 to 23:50 \*Fun Cart Ride 11:00 to 17:00

**Access** Yurikamome [Aomi Station] direct access  
Rinkai Line [Tokyo Teiport Station] 3 minute walk

**How to Use the Discount Map**

It's easy - just show a copy of the "TOKYO MOTOR SHOW NEWS" to the shop. The offer is valid for all issues published during the show (until December 11). If you don't have time, don't worry. You can come back when you have the time. Why not spend a day and enjoy the area along with the discounts?



**13 Panasonic Center Tokyo Cafe "E-FEEL" 1 free soft drink**

You can touch and try Panasonic's latest technology and products. At the museum "RiSuPia," where the concept is "to enjoy science and math more," experience wonders with science and numbers! On the weekends, there are guided tours for "eco-idea houses". \*You can choose your soft drink out of the designated variety

**Hours** 10:00 to 18:00 (RiSuPia last entry is at 17:00); closed Mondays

**Access** Yurikamome [Kokusai Tenjiyo Seimon Station] 5 minute walk  
Rinkai Line [Kokusai Tenjiyo Station] 2 minute walk

**14 Hotel Sunroute Ariake\_ 1 drink free at dinner at restaurant "Sousai Patio"**

The concept at Sousai Patio is "food that is good for you," and provides a mix of Japanese and western tastes in the menu. Be sure to try the house brewed beer made in Yokohama. (\* 1 drink free is at dinner only)

**Hours** Morning 6:30 to 10:30 (- 10:00) / Lunch 11:30 to 14:30 (- 14:00) / Dinner 17:00 - 23:00 (Sundays until 22:00) \*Hours may vary for some restaurants

**Access** Yurikamome [Kokusai Tenjiyo Seimon Station] 3 minute walk  
Rinkai Line [Kokusai Tenjiyo Station] 3 minute walk

During the event, there will be a free shuttle bus every 30 min between the Tokyo Big Sight (at the Ariake Ryokaku Terminal next to the West Exhibit Hall), AQUA CITY Odaiba, and Aomi temporary parking lot.

**Stops:**

- Ⓐ Tokyo Big Sight main concourse (in front of West 1 gate)
- Ⓑ VenusFort (Palate Town)
- Ⓒ AQUA CITY Odaiba
- Ⓓ Aomi temporary parking lot (Fune no Kagakukan)
- Ⓔ Central park

There will also be a free shuttle bus operating between Ariake Ferry Terminal, located next to the West Hall, connecting to Aqua City Odaiba. On Saturdays and Sundays during the show, there will be a free shuttle bus between Tokyo Big Sight and Aomi temporary parking lot, leaving every 10 minutes.

**Stops:**

- Ⓐ Tokyo Big Sight main concourse (in front of West 1 gate)
- Ⓑ VenusFort (Palate Town)
- Ⓓ Aomi temporary parking lot (Fune no Kagakukan)
- Ⓔ Central park

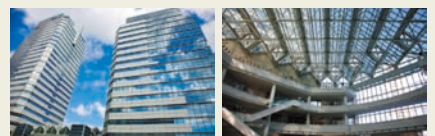


**15 TFT Building (Wanza Ariake Bay Mall) 1 drink free & 10% off**

[1 drink free after 17:00] Chao: soft drink; Fukadon: medium sized draft beer or soft drink; Suen: draft beer; Akitsu: sake highball or whiskey highball; Funachu, Kaminari Usagi, and Hoozukiya: glass draft beer, sour, or oolong tea; Souzai no Mokuu: medium sized draft beer, sour, or oolong tea; Tsukiji Shokudo Genchan: glass draft beer; Takerokusukekoubou (17:00-), Pronto (17:30-): 10% off when spending 3150 yen per person or more.

**Hours** Lunch 10:00 to 15:00 / Dinner 17:00 - 23:00  
\*Hours may vary for some restaurants

**Access** Yurikamome [Kokusai Tenjiyo Seimon Station] 1 minute walk  
Rinkai Line [Kokusai Tenjiyo Station] 5 minute walk

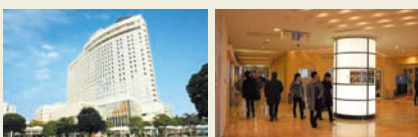


**16 Ariake Frontier Building Discounts at restaurants and cafes within the building**

Izakaya "Chimney": 1 person free when ordering a course for 10 persons or more / Chinese "Shunka Shujitsu": 10% off lunch, 10% off a la carte, 1 person free when ordering a course for 10 persons or more / Japanese "Shunyu Tei": 10% off dinner. Details are available at restaurant entrances.

**Hours** Chimney: Mon to Fri 11:30 to 23:00, Sat and Sun 16:00 to 23:00 / Cafe Veloce 7:30 to 21:00 / Shuka Shujitsu 11:00 to 15:00, 17:00 to 22:00 / Shunyu Tei 11:30 to 14:00, 17:00 to 22:30, closed Sundays

**Access** Yurikamome [Kokusai Tenjiyo Seimon Station] direct access  
Rinkai Line [Kokusai Tenjiyo Station] 3 minute walk



**17 Ariake Park Building 1 free glass beer after 17:00**

1 free glass beer after 17:00 at the following restaurants: "Nakamura Kome Ariake," "Trattoria Al Porto," "Bistro Café La Rochelle," "Grâce de Mer," "Washoku Dining Soba Tagui," "Sumibi Kushiyaki Maharani," "Chuka Katei Ryori Rakuen," and "Seafood Restaurant Mehico."

\*Cannot be used together with other coupons

**Hours** Lunch 11:00 to 15:00 / Dinner 17:00 to 23:00  
\*Hours may vary for some restaurants

**Access** Yurikamome [Kokusai Tenjiyo Seimon Station] 2 minute walk

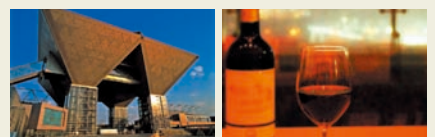


**18 TOKYO BAY ARIAKE WASHINGTON HOTEL\_ 10% off from 2 restaurants located on the upper floors**

Receive 10% off at the Japanese cuisine "Sanju Sangen Do" on the 21st floor, and at "China Grill MADAM XENLON" on the 20th floor. Enjoy the wonderful night view of Tokyo bay.

**Hours** Sanju Sangen Do: Lunch 11:30 - (last order 14:00), Dinner 17:00 to 22:30 (last order 22:00) / MADAM XENLON: 11:30 to 22:00 (last order 21:30)

**Access** Yurikamome [Kokusai Tenjiyo Seimon Station] 2 minute walk  
Rinkai Line [Kokusai Tenjiyo Station] 2 minute walk



**19 Tokyo Big Sight\_ 1 drink free after 15:00 at "RISTORANTE TREVI"**

RISTORANTE TREVI, located on the 8th floor of the Conference Tower, is having a "Christmas Night Fair" after 15:00 during the show. Receive 1 drink free by presenting this guidebook (orange juice, oolong tea, coffee, or glass wine). \*Cannot be used together with other coupons

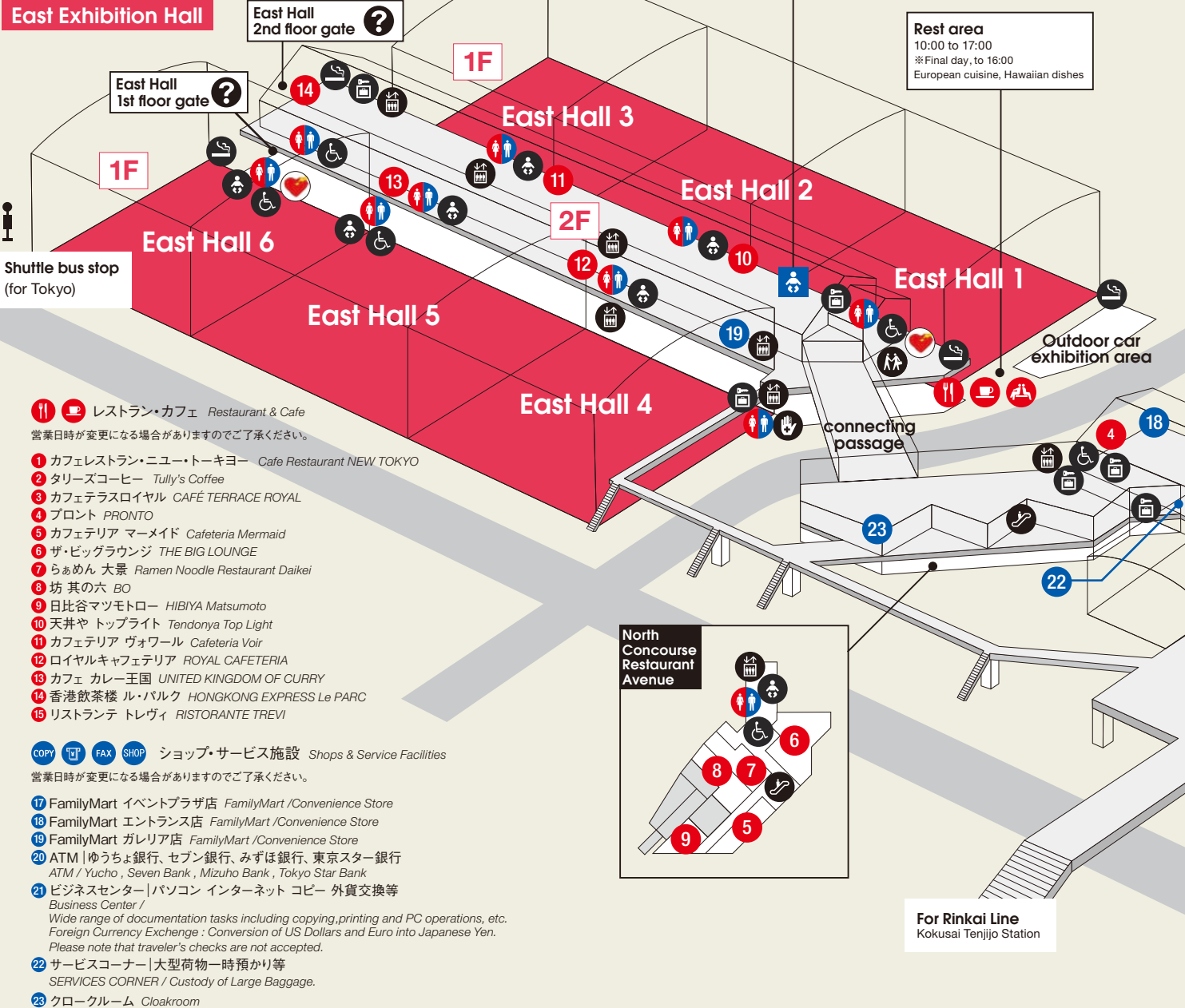
**Hours** 11:00 to 21:30 \*until 20:00 on Dec 4 (Sun) and Dec 11 (Sun). Last order is 30 minutes before closing. \*Open for lunch until 15:00 on Dec 8 (Thu)

**Access** Tokyo Big Sight Conference Tower 8th floor (please use the elevator on the 2nd floor)



# TOKYO BIG SIGHT MAP

## East Exhibition Hall



**Infant Service Center (1F)**  
 Dec. 2 (Fri) (Special Guest Day) 12:30 - 18:00  
 Dec. 3 (Sat) - Dec. 11 (Sun)  
 Monday - Saturday 10:00 - 20:00  
 Sunday (except Dec. 11) 10:00 - 18:00  
 Dec. 11 (Sun) 10:00 - 17:00

**Rest area**  
 10:00 to 17:00  
 ※ Final day, to 16:00  
 European cuisine, Hawaiian dishes

**レストラン・カフェ Restaurant & Cafe**  
 営業日時が変更になる場合がありますのでご了承ください。

- 1 カフェレストラン・ニュー・トーキョー Cafe Restaurant NEW TOKYO
- 2 タリーズコーヒー Tully's Coffee
- 3 カフェテラスロイヤル CAFÉ TERRACE ROYAL
- 4 プロント PRONTO
- 5 カフェテリア マーメイド Cafeteria Mermaid
- 6 ザ・ビッグラウンジ THE BIG LOUNGE
- 7 らあめん 大景 Ramen Noodle Restaurant Daikei
- 8 坊 其の六 BO
- 9 日比谷マツモトロー HIBIYA Matsumoto
- 10 天井や トップライト Tendonya Top Light
- 11 カフェテリア ヴォワール Cafeteria Voir
- 12 ロイヤルカフェテリア ROYAL CAFETERIA
- 13 カフェ カレー王国 UNITED KINGDOM OF CURRY
- 14 香港飲茶楼 ル・パルク HONGKONG EXPRESS Le PARC
- 15 リ스토랑トレヴィ RISTORANTE TREVI

**コピー FAX SHOP ショップ・サービス施設 Shops & Service Facilities**  
 営業日時が変更になる場合がありますのでご了承ください。

- 17 FamilyMart イベントプラザ店 FamilyMart /Convenience Store
- 18 FamilyMart エントランス店 FamilyMart /Convenience Store
- 19 FamilyMart ガレリア店 FamilyMart /Convenience Store
- 20 ATM | ゆうちょ銀行、セブン銀行、みずほ銀行、東京スター銀行  
ATM / Yucho, Seven Bank, Mizuho Bank, Tokyo Star Bank
- 21 ビジネスセンター | パソコン インターネット コピー 外貨交換等  
Business Center /  
Wide range of documentation tasks including copying, printing and PC operations, etc.  
Foreign Currency Exchange : Conversion of US Dollars and Euro into Japanese Yen.  
Please note that traveler's checks are not accepted.
- 22 サービスコーナー | 大型荷物一時預かり等  
SERVICES CORNER / Custody of Large Baggage.
- 23 クロークルーム Cloakroom

## Here are the must-see events at the 42nd Tokyo Motor Show!

□ WORLD FOOD CUP

### Alligators for lunch?

Fuji TV's morning program "Mezamashi TV" supports the "WORLD FOOD CUP." Try the delicacies brought here from around the globe, and vote for your favorite!



There will be 8 regions: North America, Latin and South America, Africa, Oceania, Europe, Asia, South Eastern Asia, and Japan. 1 country will be chosen to represent each region, and there will be a special kitchen car for each. You will receive a sticker to vote for your favorite country. Enjoy this rare opportunity to try exotic menus and soul foods of various countries.

□ Tokyo Motor Show Fashion Shop

### Proceeds will be donated to earthquake relief

The automobile and fashion industries have stood up to live up Japan. The Tokyo Motor Show, domestic automobile manufacturers, and United Arrows have collaborated to produce charity T-shirts available in limited numbers, which will be sold in West Hall 3. Proceeds will be donated to earthquake relief charities. Other items on sale include items that will enrich your car life, including fashion items made of recycled products. Talk shows will take place on the stage nearby.



□ Stage Events

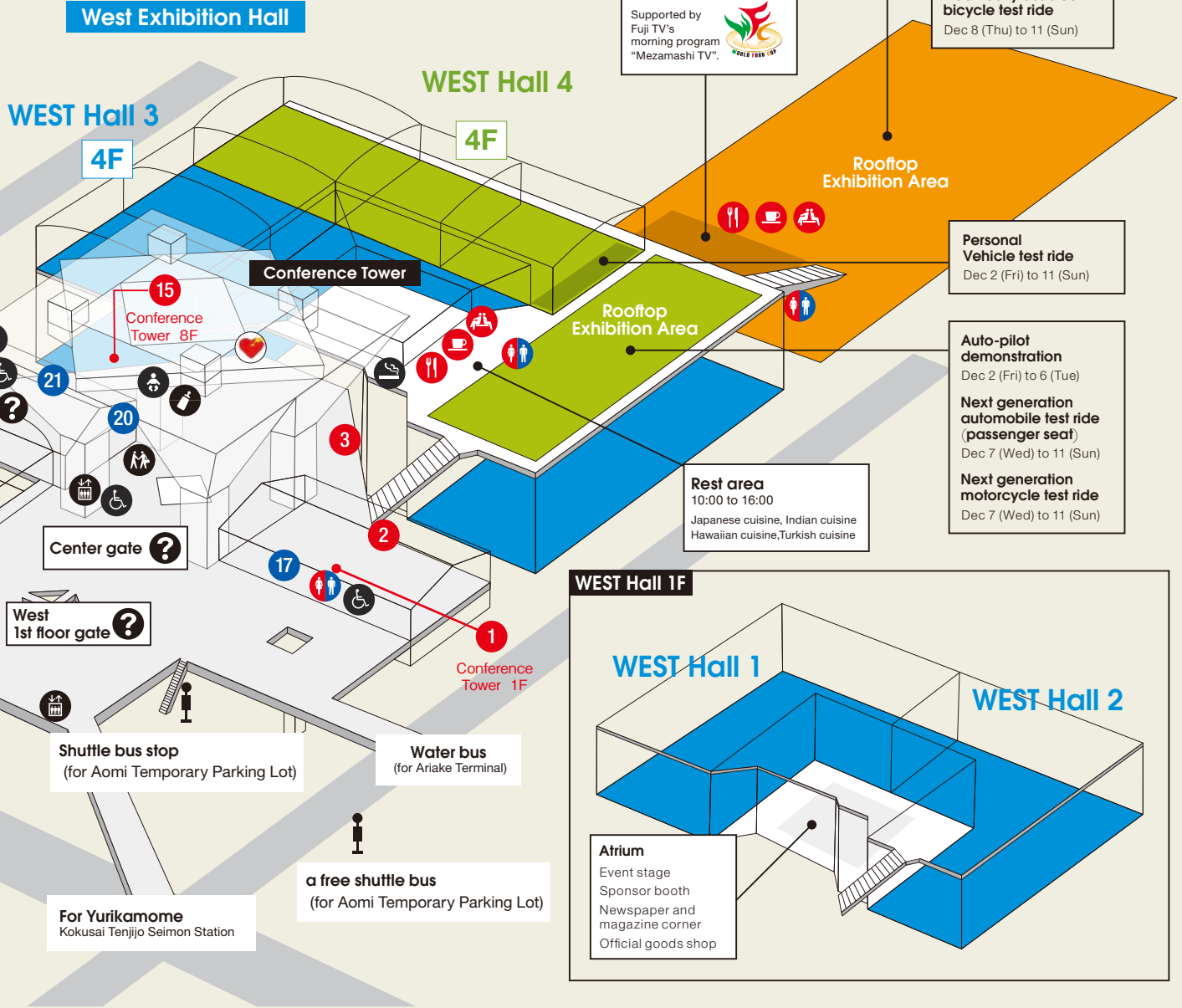
### Exciting stage events

The main events will take place on the stage in the Atrium of the West Event Hall. Mr. Terry Ito will moderate a talk session by the 5 top executives of Japanese automobile manufacturers on December 3. There will be a public recording of Fuji TV's "ANA-BANG", a talk show by F-1 racer Kamui Kobayashi, and a public recording of TOKYO FM's "Syncro-no-City". Another exciting event will be the awarding of 2011-2012 Car of the Year Japan. There will be a talk event by the chief editor of RIKUNAVI about job opportunities, and by DJ Piston Nishizawa themed "everyone's motor show." CLPIS, an internet-broadcasting student group, will also perform on stage. Be sure you do not miss the excitement!

- インフォメーション INFORMATION
- 待ち合わせコーナー Meeting Point
- エレベーター Elevator
- エスカレーター Escalator
- 化粧室 Restroom
- 身障者用施設 Accessible Facility

- 乳幼児用施設 Nursery
- 授乳室 Nursing Room
- コインロッカー Coin Lockers
- 喫煙場所 Smoking Area
- 救護室 First Aid
- AED 自動体外式除細動機  
AED / Automated External Defibrillator

- レストラン・カフェ・休憩ゾーン  
Restaurant & Cafe, Rest Zone
- ショップ・サービス施設  
Shops & Service Facilities



□ Official Goods & Exhibitor Premium Goods

### Products are also available online

Official goods imprinted with the Tokyo Motor Show logo, such as key holders, mug cups, and hand towels, will be sold. The items on sale include solar LED lights, glow-in-the-dark pens, and bags made of recycled tires, and exhibitor premium goods (at the shop in East Hall 4 only). You can also make commemorative coins in the work-shop. If you forgot to stop by, some items are available online! Accessing the page from the QR code.



□ Tomica Corner

### Make your original Tomica at the "Tomica Factory"

The Tomica Corner, sponsored by TOMY COMPANY, has been very popular among children since it first appeared at the 35th show to sell mini cars commemorating the 42nd Tokyo Motor Show 2011. You can make your original by selecting parts.



□ Gran Turismo Booth

### Enjoy a full selection of cars from the classics to the latest models

The Play Station® 3 "Gran Turismo" booth is set up in the Atrium. Enjoy "Gran Turismo 5" which is especially made for the show.



□ Soap Box Derby

### Mock car workshops are on a first-come-first-serve basis

Supported by the NPO group Soap Box Derby, a time trial using wooden mock cars will be held. Children in elementary school and their guardians are eligible to participate. The event will be at West Hall 3.



□ TOKYO MOTOR SHOW GUIDE 2011

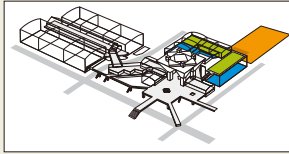
### A must-buy!

This official guidebook is loaded with information. It includes introductions of exhibited vehicles, information on carrozzerias and car goods, and car related apps. Published by Nikkan Jidosha Shimbun at 500 yen (taxes included).





# The 42nd TOKYO MOTOR SHOW 2011 WEST HALL MAP



Manufacturers that are labeled in red letters have interview articles in this guide book

Rooftop Exhibition Area

Test ride cars driven by professional drivers  
Dec 2 (Fri) to 6 (Tue)

Motorcycle test ride  
Dec 8 (Thu) to 11 (Sun)

Electrically assisted bicycle test ride  
Dec 8 (Thu) to 11 (Sun)

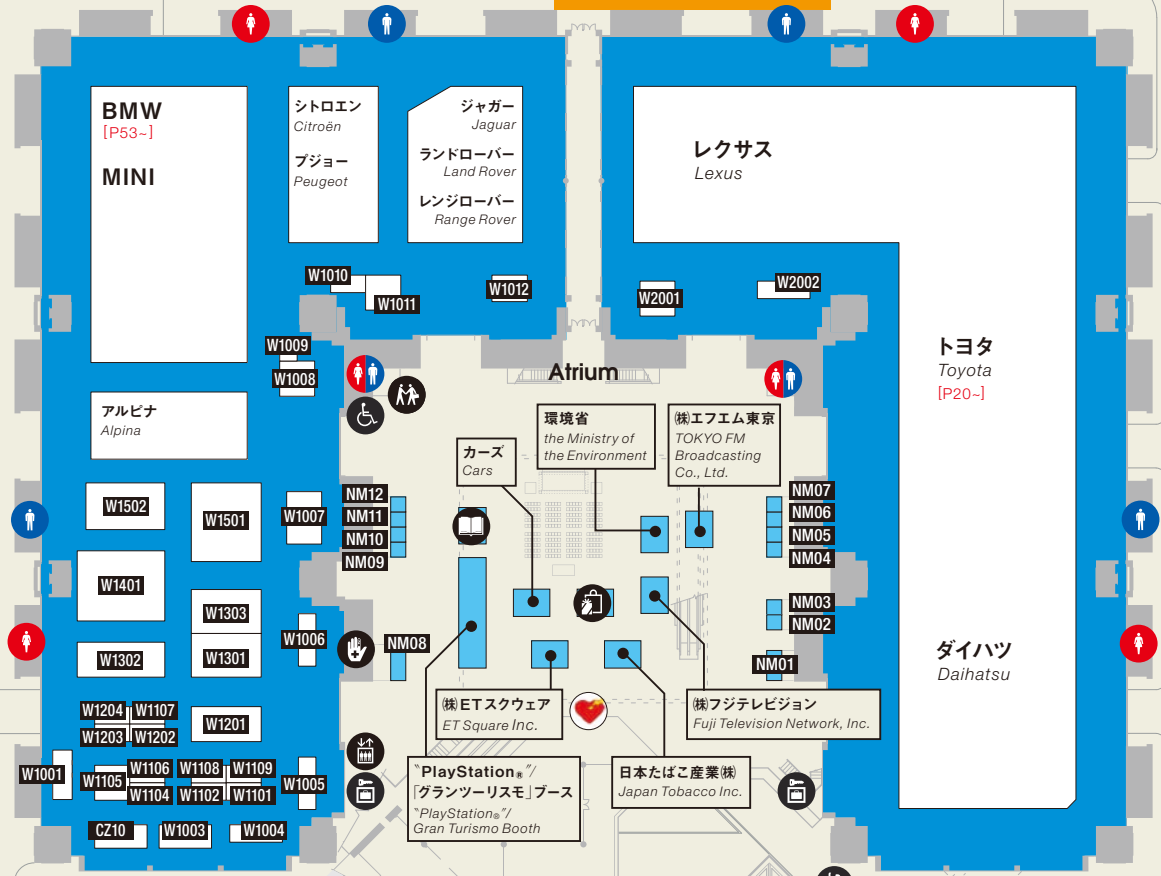


WORLD FOOD CUP

West Exhibition Hall 1F

WEST Hall 1

WEST Hall 2



走行関係部品 Drive train Related Parts

- W1004** 富士機工株式会社 Fuji Kiko Co., Ltd.
- W1005** (株)ヨロズ Yorozu Corp.
- W1006** Ohlins Racing AB  
Militec Corp.
- W1007** (株)エクセディ Exedy Corp.
- W1008** 光生アルミニウム工業株式会社 Kosei Aluminum Co., Ltd.
- W1101** 日信工業株式会社 Nissin Kogyo Co., Ltd.
- W1101** GMB (株) GMB Corp.
- W1102** ナブテスコ オートモーティブ株式会社 Nabtesco Automotive Corp.
- W1107** 株式会社製作所 Matsui Universal Joint Corp.
- W1108** Hirschvogel Holding GmbH
- W1109** 協和工業株式会社 Kyowa Kogyo Co., Ltd.
- W1201** ジャヤトコ株式会社 Jatco Ltd.
- W1301** 日本発条株式会社 NHK Spring Co., Ltd.
- W1302** (株)ジェイテクト JTEKT Corp.
- W1303** 曙ブレーキ工業株式会社 Akebono Brake Industry Co., Ltd.
- W1401** NTN (株) NTN Corp. [P59-]
- W1501** アイシン精機株式会社 Aisin Seiki Co., Ltd. [P55-]  
アイシン高丘株式会社 Aisin Takaoka Co., Ltd.  
アイシン化学株式会社 Aisin Chemical Co., Ltd.  
アイシン・エイ・ダブル株式会社 Aisin AW Co., Ltd.  
アイシン・イー・アイ株式会社 Aisin AI Co., Ltd.  
株式会社アドヴィックス Advics Co., Ltd.
- W1502** 日本精工株式会社 NSK Ltd.

**Blood donation corner**

内装部品 Interior Parts

- W1202** LG Hausys Ltd.
- エンジン部品 Engine Parts
- W1001** (株)リケン Riken Corp.
  - W1104** 日本ピストンリング株式会社 Nippon Piston Ring Co., Ltd.
  - W1105** (株)ダイセル Daicel Corp.
  - W1106** TPR (株) TPR Co., Ltd.
  - W1203** 富士精工株式会社 Fuji Bellows Co., Ltd.
  - W1204** (株)アーレスティ Ahresty Corp.
- 機械器具 Machinery and Tools
- W1003** スナップオン・ツールズ株式会社 Snap-on Tools Japan K.K.
  - W1009** (株)ワイビーンシステム YP System Co., Ltd.
  - W1010** 京都機械工具株式会社 Kyoto Tool Co., Ltd.
  - W1012** 水戸工機株式会社 Mito Tool Mfg. Co., Inc.
  - W2001** (株)東日製作所 Tohnichi Mfg. Co., Ltd.
  - W2002** 前田金属工業株式会社 Maeda Metal Industries, Ltd.

カロツzeria Carrozzeria

- CZ10** AD Motors Co., Ltd.

新聞雑誌コーナー Newspaper & Magazine Corner

- NM01** (株)日刊自動車新聞社 Daily Automotive News
- NM02** (株)二女社 Nigensha Publishing Co., Ltd.
- NM03** (株)内外出版社 Naitai Publishing Co., Ltd.
- NM04** (株)カー・アンド・レジャー・ニュース Car and Leisure News Inc.
- NM05** (株)三樹書房 Miki Press
- NM06** (株)八重洲出版 Yaesu Publishing Co., Ltd.
- NM07** (株)交通タイムス社 Kotsu Times Sha Co., Ltd.
- NM08** (株)三栄書房 San-eishobo Publishing Co., Ltd.  
(株)アイデア i-dea Co., Ltd.
- NM09** (株)ぼると出版 Porte Publishing Co.
- NM10** (株)モーターマガジン社 Motor Magazine Ltd.
- NM11** (株)フォーイン Fourin, Inc.
- NM12** (株)交通毎日新聞社 Kotsu Mainichi Shimbunsha Corp.

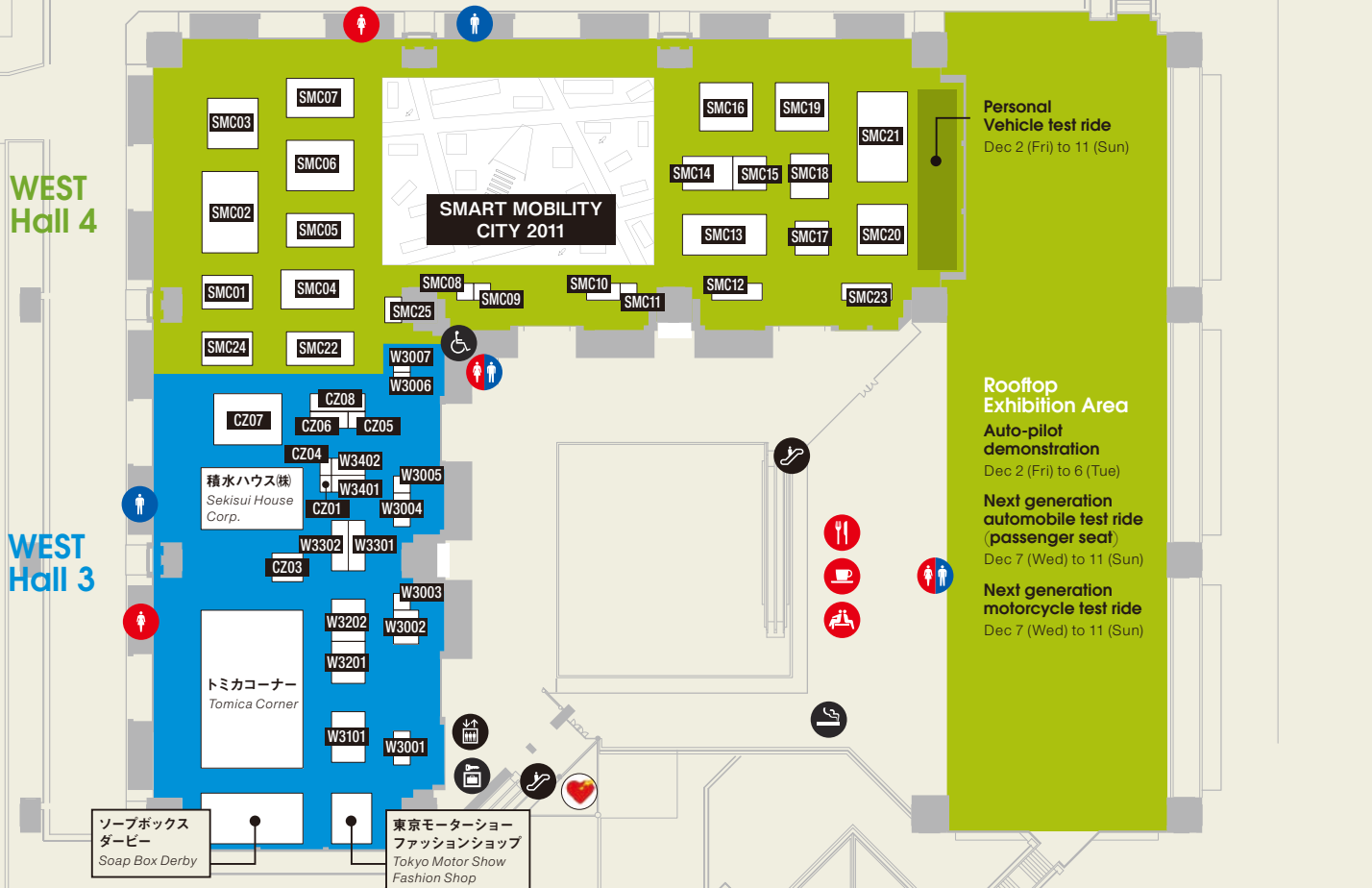
□ SMART MOBILITY CITY 2011

- SMC01** LPガス自動車普及促進協議会  
Japan LPG Vehicle Promotion Association
- SMC02** 株式会社SIM-Drive SIM-Drive Corp.  
慶應義塾大学 Keio University
- SMC03** フォルクスワーゲンAG VOLKSWAGEN AG [P32-]
- SMC04** 旭硝子株式会社 Asahi Glass Co., Ltd. [P42-]
- SMC05** 株式会社ecom ecom Corp.
- SMC06** 株式会社LIXIL LIXIL Corp. [P50-]
- SMC07** 本田技研工業株式会社 Honda Motor Co., Ltd.
- SMC08** 愛知電機株式会社 Aichi Electric Co., Ltd.
- SMC09** ワイヤレステクノロジー株式会社 Wireless Technologies, Inc.
- SMC10** 株式会社プロスタッフ Prostaff Co., Ltd.
- SMC11** 電気自動車普及協議会  
Association for the Promotion of Electric Vehicles

- SMC12** 株式会社東芝 Toshiba Corp.
- SMC13** 株式会社日立製作所 Hitachi, Ltd.  
日立オートモティブシステムズ株式会社  
Hitachi Automotive Systems, Ltd. [P40-]  
日立コンシューマ・マーケティング株式会社  
Hitachi Consumer Marketing, Inc.
- SMC14** インターネットITS協議会 Internet ITS Consortium
- SMC15** 特定非営利活動法人 ITS Japan ITS Japan  
沖電気工業株式会社 Oki Electric Industry Co., Ltd.  
住友電気工業株式会社 Sumitomo Electric Industries, Ltd.  
株式会社デンソー Denso Corp. [P54-]  
日本電気株式会社 NEC Corp.  
三菱電機株式会社 Mitsubishi Electric Corp. [P58-]  
小島プレス工業株式会社 Kojima Press Industry Co., Ltd.

- SMC16** マツダ株式会社 Mazda Motor Corp.
- SMC17** 経済産業省資源エネルギー庁  
Agency for Natural Resources and Energy
- SMC18** 株式会社エフエム東京 TOKYO FM Broadcasting Co., Ltd.
- SMC19** 日産自動車株式会社 Nissan Motor Co., Ltd.
- SMC20** 株式会社エヌ・ティ・ティ・ドコモ NTT DOCOMO, Inc. [P48-]
- SMC21** トヨタ自動車株式会社 Toyota Motor Corp.
- SMC22** 東レ株式会社 Toray Industries, Inc.
- SMC23** 国土交通省 Ministry of Land Infrastructure, Transport and Tourism
- SMC24** ゼネラルモーターズ・ジャパン株式会社  
General Motors Japan Ltd.
- SMC25** 常盤産業株式会社 Tokiwa Corp.

West Exhibition Hall 4F



□ 電装・情報関連部品・自動車関連サービス  
Electrical Parts, Information Related Parts, Automobile Related Services

- W3001** 株式会社リコー Ricoh Co., Ltd.
- W3002** 九都県市首脳会議 環境問題対策委員会 大気保全専門部会  
9Capital prefectures city  
Expert committee of the atmospheric preservation
- W3003** 株式会社アル・ダブリュー・シー R.W.C Co., Ltd.
- W3004** Whetron Electronics Co., Ltd.
- W3005** エーモン工業株式会社 Amon Industry Co., Ltd.
- W3006** 高齢者にやさしい自動車開発推進知事連合  
Governor's alliance for  
the development of senior-friendly automobiles
- W3007** 株式会社ベース Basis Co., Ltd.
- W3101** 一般社団法人日本自動車連盟  
Japan Automobile Federation
- W3201** 自動車道路交通情報通信システムセンター  
Vehicle Information and Communication System Center

- W3202** 国土交通省  
Ministry of Land Infrastructure,  
Transport and Tourism  
自動車事故対策機構  
National Agency  
for Automotive Safety & Victim's Aid
- W3301** 国土交通省  
Ministry of Land Infrastructure,  
Transport and Tourism
- W3302** 社全国自動車標板協議会  
National Automobile License Plate Council
- W3401** 北九州市 City of Kitakyushu
- W3402** 株式会社ワテックス Watex Co., Ltd.

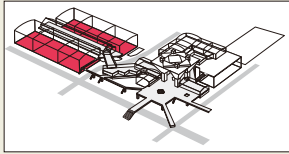
□ カロッセリア Carrozzeria

- CZ01** ソーラーカーチーム プロミネンス Team Prominence
- CZ03** NATS 日本自動車大学校 Nihon Automobile College
- CZ04** 株式会社D Art D Art Co.
- CZ05** スマイルパーク株式会社 Smile Park Inc.  
サニーサイドガレージ SunnySide Garage
- CZ06** 株式会社高山自動車 Takayama Cars Co., Ltd.
- CZ07** 興和テムザック株式会社 Kowa Tmsuk Co., Ltd.
- CZ08** レスク株式会社 Resc, Ltd.

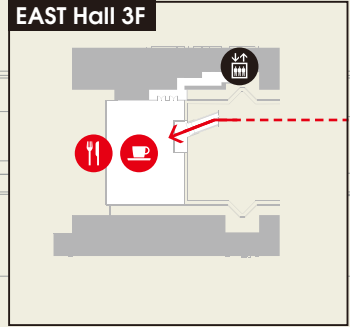
- 🛍️ オフィシャルグッズショップ Official Goods Shop
- 🛗 エレベーター Elevator
- ♿️ 身障者用施設 Accessible Facility
- 📖 自動車ガイドブック販売所 Guide Book Stand
- 🚶 エスカレーター Escalator
- 👶 乳幼児用施設 Nursery
- ❓ インフォメーション INFORMATION
- 🚻 化粧室 Restroom
- 👤 コインロッカー Coin Lockers
- 👤 待ち合わせコーナー Meeting Point
- 🚰 喫煙場所 Smoking Area
- 🏥 救護室 First Aid
- 🚑 AED 自動体外式除細動機  
AED / Automated External Defibrillator
- 🍽️ レストラン・カフェ・休憩ゾーン  
Restaurant & Cafe, Rest Zone



# The 42nd TOKYO MOTOR SHOW 2011 EAST HALL MAP



Manufacturers that are labeled in red letters have interview articles in this guide book



□ エンジン部品 Engine Parts

- E3201** Robert Bosch GmbH  
ボッシュ(株) Bosch Corp. [P67-]
- E3202** MAHLE GmbH  
株式会社 マーレ フィルターシステムズ  
MAHLE Filter Systems Japan Corp.  
マーレ エンジン コンポーネンツ ジャパン(株)  
MAHLE Engine Components Japan Corp.
- E3203** Schaeffler KG
- E3204** Continental AG  
Continental Teves AG & Co. oHG  
Continental Automotive GmbH

□ タイヤ・ホイール・情報関連部品  
Tire and Wheel / Information Related Parts

- E2010** 住友ゴム工業(株) Sumitomo Rubber Industries, Ltd. [P46-]
- E2011** ビーウイズ(株) Bewith Enterprise Japan, Ltd.
- E2012** 株式会社 レイズ Rays Co., Ltd.
- E2013** 株式会社 カナック企画 Kanack Planning Corp.
- E2101** 日本ゴッドイヤー(株) Goodyear Japan Ltd. [P56-]
- E2102** 横浜ゴム(株) The Yokohama Rubber Co., Ltd.
- E2103** 株式会社 ブリヂストン Bridgestone Corp. [P44-]
- E3015** 株式会社 ソニックデザイン Sonic Design Co., Ltd.

□ 団体 Organization

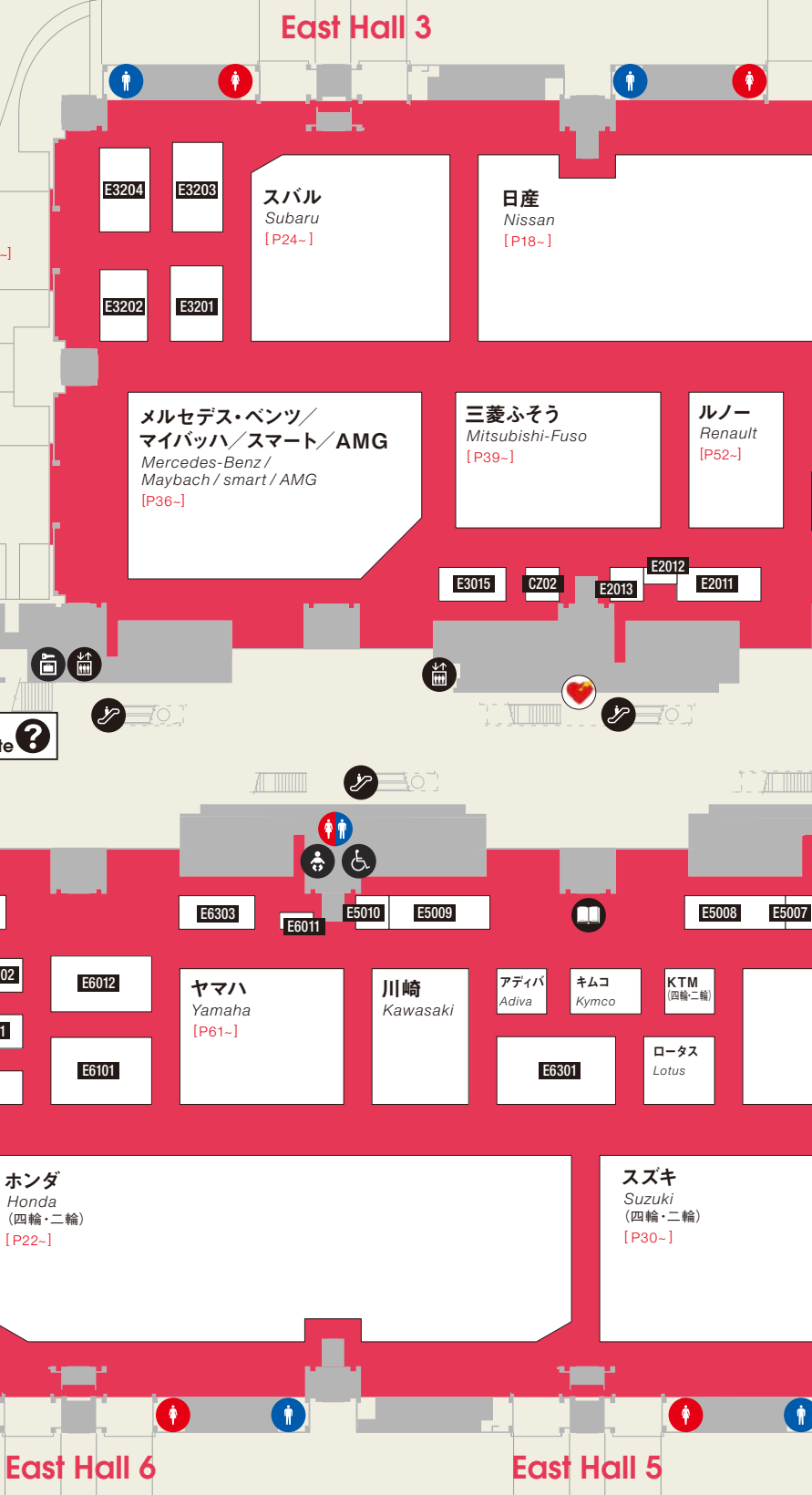
- E6015** 株式会社 アステア Astear Co., Ltd.  
大野ゴム工業(株) Ohno Rubber Industrial Co., Ltd.  
3D Auto Protech(株) 3D Auto Protech Co., Ltd.  
大東プレス工業(株) Daito Press Mfg. Co., Ltd.  
丸子警報器(株) Maruko Keihoki Co., Ltd.  
やまと興業(株) Yamato Industrial Co., Ltd.  
社団法人 日本自動車部品工業会  
Japan Auto Parts Industries Association

□ エンジン・電装部品 Engine Parts / Electrical Parts

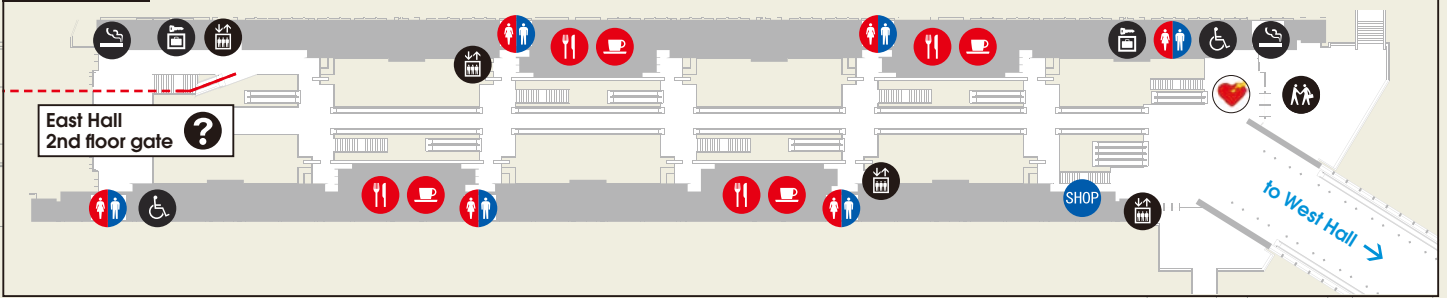
- E6305** リョービ(株) Ryobi Ltd.
- E6402** イワタボルト(株) Iwata Bolt Co., Ltd.
- E6501** NOK(株) NOK Corp.
- E6502** 大同メタル工業(株) Daido Metal Co., Ltd.
- E6503** ユアサ工機(株) Yuasa Co., Ltd.
- E6504** 株式会社 クゼフ Kuzeh Corp.
- E6505** 日本モレックス(株) Molex Japan Co., Ltd.
- E6601** 日鍛バルブ(株) Nittan Valve Co., Ltd.
- E6602** 大豊工業(株) Taiho Kogyo Co., Ltd.
- E6603** 東京濾器(株) Tokyo Roki Co., Ltd.
- E6604** 三輪精機(株) Sanwa Seiki, Ltd.
- E6701** 株式会社 ミクニ Mikuni Corp.
- E6702** Scuder Group, LLC Scuder Group, LLC
- E6703** HKT(株) HKT Corp.

□ 電装・計器・照明部品 Electrical Parts

- E5010** 永井電子機器(株) Nagai Electronic Inst. Co., Ltd.
- E6011** 株式会社 今仙電機製作所 Imasen Electric Industrial Co., Ltd.
- E6012** 三菱電機(株) Mitsubishi Electric Corp. [P58-]
- E6013** 株式会社 東海理化 Tokai Rika Co., Ltd.
- E6014** 株式会社 ミツバ Mitsuba Corp.
- E6101** 日立オートモティブシステムズ(株) Hitachi Automotive Systems, Ltd. [P40-]  
新神戸電機(株) Shin-Kobe Electric Machinery Co., Ltd.  
日立化成工業(株) Hitachi Chemical Co., Ltd.  
日立ビークルエナジー(株) Hitachi Vehicle Energy, Ltd.  
クラリオン(株) Clarion Co., Ltd.  
トキコテクノ(株) Tokico Technology Ltd.
- E6102** スタンレー電気(株) Stanley Electric Co., Ltd.
- E6103** 株式会社 ユーシン U-Shin Ltd.
- E6104** 日立金属(株) Hitachi Metals, Ltd.
- E6105** 朝日電装(株) Asahi Denso Co., Ltd.



**EAST Hall 2F**



**East Hall 2**

**East Hall 1**



**Outdoor car exhibition area**  
Car body

- 極東開発工業株式会社 Kyokuto Kaihatsu Kogyo Co., Ltd.
- 新明和工業株式会社 ShinMaywa Industries, Ltd.
- 須河車体株式会社 Sugawa Shatai Co., Ltd.
- 株式会社 タダノ Tadanō Ltd.
- 日本トレクス株式会社 Nippon Trex Co., Ltd.
- 日本フルハーフ株式会社 Nippon Fruehauf Co., Ltd.
- 株式会社 パブコ Pabco Co., Ltd.
- 富士重工業株式会社 Fuji Heavy Industries Ltd.
- 一般社団法人日本自動車車体工業会 Japan Auto-Body Industries Association, Inc.

- 電装・車体・内装・エンジン部品  
Electrical Parts / Body and Interior Parts / Engine Parts
- E1002 Stahl Europe bv
- E1003 Qingdao Kinglite Machinery Electron and Technology Co., Ltd.
- E1004 株式会社 上開明堂 Murakami Corp.
- E1005 インファステック株式会社 Infastech K.K.
- E1008 河西工業株式会社 Kasai Kogyo Co., Ltd.
- E1009 日本ドナルドソン株式会社 Nippon Donaldson, Ltd.

**Blood donation corner**

□ 電装・計器・照明部品 Electrical Parts

- E6201 株式会社 豊田自動織機 Toyota Industries Corp.
- E6202 オムロン オートモーティブエレクトロニクス株式会社 Omron Automotive Electronics Co., Ltd.
- E6203 住友電気工業株式会社 Sumitomo Electric Industries, Ltd.
- 住友電装株式会社 Sumitomo Wiring Systems, Ltd.
- 東海ゴム工業株式会社 Tokai Rubber Industries, Ltd.
- E6301 株式会社 デンソー Denso Corp. [P54-]
- アスモ株式会社 Asmo Co., Ltd.
- アンデン株式会社 Anden Co., Ltd.
- 浜名湖電装株式会社 Hamanako Denso Co., Ltd.
- E6302 矢崎総業株式会社 Yazaki Corp.
- E6303 株式会社 小糸製作所 Koito Mfg. Co., Ltd.
- E6304 株式会社 ケihin Keihin Corp.
- E6401 日本特殊陶業株式会社 NGK Spark Plug Co., Ltd.

□ 内装部品・用品 Interior Parts

- E4001 イサム塗料株式会社 Isamu Paint Co., Ltd.
- E4002 ミドリホクヨー株式会社 Midori Hokuyo Co., Ltd.
- E4003 株式会社 タチエス Tachi-S Co., Ltd.
- E4004 デルタ工業株式会社 Delta Kogyo Co., Ltd.
- E4005 ティ・エス テック株式会社 TS Tech Co., Ltd.
- E4006 株式会社 カーマイト Garmate Mfg. Co., Ltd.
- E5007 株式会社 データシステム Data System Co., Ltd.
- E5008 トヨタ紡織株式会社 Toyota Boshoku Corp.
- E5009 豊田合成株式会社 Toyoda Gosei Co., Ltd.

□ カロッセリア Carrozzeria

- C202 キャンパニャモータース・ジャパン Campagna Motors Japan
- C209 Radical Sportscars Ltd.

- 🛍️ オフィシャルグッズショップ Official Goods Shop
- 📖 自動車ガイドブック販売所 Guide Book Stand
- ❓ インフォメーション INFORMATION
- 👤 待ち合わせコーナー Meeting Point
- 🛗 エレベーター Elevator
- 🏗️ エスカレーター Escalator
- 🚻 化粧室 Restroom
- ♿️ 身障者用施設 Accessible Facility
- 👶 乳幼児用施設 Nursery
- 👩 授乳室 Nursing Room
- 👛 コインロッカー Coin Lockers
- 🚬 喫煙場所 Smoking Area
- 🚑 救護室 First Aid
- 🚑 AED 自動体外式除細動機 AED / Automated External Defibrillator
- 🍽️ レストラン・カフェ・休憩ゾーン Restaurant & Cafe, Rest Zone
- 📄 COPY FAX SHOP ショップ・サービス施設 Shops & Service Facilities
- 👶 乳児・幼児サービスセンター Infant / Child Care Center





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ET<sup>2</sup> × SCRAP

musicChef × 謎解き  
スパイゲーム

**迷宮**

モーターショー

西展示棟 アトリウム内

さあET<sup>2</sup>ブースへ駆け!!  
12.3 sat > 12.11 sun TOKYO MOTOR SHOW 2011

※ このイベントは、実際にあなたがスパイとなって、謎を解くゲームイベントです。

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・カーズトミカ、トランスフォーマー商品先行発売 等

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*Safety*

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