

33rd Tokyo Motor Show Declared Major Success Helps Define Motorcycle Life in the 21st Century

"As we face the new century, we have to consider the future of the automobile and its relation to society. Therefore, the theme of the 33rd Tokyo Motor Show is, 'Eye to the Future. Changing Vehicles for the Earth.'" These words were spoken by Yoshifumi Tsuji, chairman of both the Japan Motor Industrial Federation (JMIF) and the Japan Automobile Manufacturers Association (JAMA), at the opening ceremony of the 33rd Tokyo Motor Show held last October 22.



Opening Ceremony of the 33rd Tokyo Motor Show

On hand for this kickoff event were some 1,300 guests, including government ministers and state ambassadors, President Emilio di Camillo of the International Organization of Motor Vehicle Manufacturers (OICA), leaders of motor industry associations in the U.S., Europe and Asia, and other distinguished guests.

The motorcycle show area featured about 40% more space than at the previous show (4,005 m² in all). Represented were the four JAMA member manufacturers and nine overseas concerns, with the 317 units of 244 different types (232 units of 165 types for Japanese machines, and 85 units of 79 types for overseas brands) topping the total at the last show.

The focus was naturally on model year 2000 offerings, with an impressive range of road, off-road, scooters and other machines exhibited in displacements ranging from 50 to 1600cc. For JAMA members, in addition to the motorcycle lineups available on the market, also presented were concept models crafted in futuristic images, newly developed models to be introduced in the near future, custom machines, racing machines, environmental and safety technology, electrically assisted bicycles and other exciting products.

Honda displayed its motorcycles under the theme of "Be Smart, Have Fun!", presenting 78 vehicles in 11 different corners. Stressing that 21st century motorcycles must offer ever greater fun and enjoyment, while also being smarter in terms of safety and environmental concerns, machines best manifesting this concept were displayed on the central "Honda 2000 Stage." Located around this hub was the "Ecology & Safety Corner" proposing directions for closer ties between motorcycles, people and society; the "Together" and "Kids" corners introducing the joys of tandem motorcycling, parent/child riding and other family pleasures; the "Fun Corner" tailored for sports riding enthusiasts; the "Create Corner" for customizing machines to fit the particular tastes and sensibilities of riders; the "Racing Corner" featuring racing machines, and other displays.



HONDA

The Kawasaki display sounded the theme "Kawasaki Let the Good Times Roll." A total of 35 units were shown, and divided into the three separate booth zones of large-size sports models, regularly marketed machines, and a hands-on space where guests were able to actually examine and touch these models. A particular focus of visitor interest was the "Ninja ZX-12R" super sports machine, which was displayed both on the turntable at the innermost zone and the "experience zone" mentioned above.



KAWASAKI

The Suzuki's theme was "The Joy of Riding, Feeling the Wind." Various corners were arranged around the exhibit of the new high-performance model GSX-R750. Total 56 machines were displayed from scooters to big machines, racers, concept models. A key highlight was the "X-8," a lightweight, foldable bike fueled by LPG cassette-type canisters

for a cooking stove which are available at convenience stores and supermarkets. Suzuki also introduced its models built in Spain, Thailand, Indonesia and Malaysia, with the attendance of local employees from those countries dressed in ethnic clothes.



SUZUKI

Serving as the Yamaha booth theme was "Your Potential Awakened," with 63 units displayed in all. Presented on the main stage was the "MT-01" concept model achieving a high level of fusion between man and machine, with this centerpiece surrounded by three distinctive corners. These were the "Exciting Zone" illustrating the elements of stimulation and joy which riders derive from their machines; the "Cool Zone" underscoring the vogue and style involved in motorcycling; and the "Discovery Zone" going a long way toward defining the sheer pleasure and expanded mobility gained from riding new machines. Placed alongside these displays were the "Environmental Zone" to detail the quest for harmony between ecology and enjoyment; the "Racing Zone" to showcase the dynamics of racing machines; and the "Touch & Try Zone" with a lineup of marketed Yamaha motorcycles available to experience.



YAMAHA

The Tokyo Motor Show ran from October 23 to November 3, and featured participation by 287 companies, six governments and one association from 15 countries.

 News in Asia

FAMI Set to Hold First Annual General Meeting in India

The Federation of Asian Motorcycle Industries (FAMI) will convene its first Annual General Meeting on January 11-12, 2000 in New Delhi, India.

FAMI held its first Management Committee Meeting and Extraordinary General Meeting in Singapore on April 19, 1999, during which it determined the basic action plans for its Working Committees, along with membership dues, budget, auditing and other details. On August 26-27 the second Management Committee Meeting and meetings of the Working Committees were convened in Kuala Lumpur, Malaysia. These sessions were utilized to discuss intellectual property rights, environmental preservation, recycling and other problems surrounding the motorcycle industries of Asia, while outlining the specific activities and selecting the chairmen of each Working Committee.

Scheduled for New Delhi on January 11 are meetings of the Technical Committee and Planning Committee. The Technical Committee will discuss technical harmonization, exhaust emission, noise and safety. The Planning Committee will address the issues of daytime lighting and other road safety promotion, together with means to enhance the image of motorcycles. The Research Committee met earlier in Bangkok last November, and is planning to open the FAMI web-site by the start of the meetings in New Delhi.

The January 12 agenda will include the third Management Committee Meeting and the first Annual General Meeting.

FAMI Secretary-General Eiji Yamamoto offered the following comments: "We are preparing to put the final touches on the direction for FAMI activities, and at this General Meeting are particularly looking forward to the unveiling of the FAMI web-site, a move in direct response to the increasing focus and reliance on advanced information. To help ring in the era of Asia, we will be going all out to ensure ever greater solidarity and progress for the motorcycle industries in this rapidly growing region."

 Views

JAMA Seeks Changes in Discrimination Against Motorcycles on Japanese Expressways

Lobbying for Regulatory Reform

While Japan boasts some 7,300 kilometers of superb quality expressway routes nationwide, under the current regulations it is impossible for motorcycle riders to make optimum use of these convenient highways.

The first obstacle is that while the speed limit on expressways for ordinary cars is set at 100 km/h, the ceiling is lowered to 80 km/h for motorcycles. JAMA believes that it is dangerous to prevent motorcycles from traveling at the same speed as other vehicles, and is lobbying to have the limit raised to a uniform 100 km/h.

In this regard, in a questionnaire conducted as one phase of the "Survey and Report on Motorcycle Use Characteristics and Status" announced by JAMA in 1994, 82% of those responding expressed the opinion that: "It would be safer to maintain the same speed limit for both motorcycles and regular cars." Japanese government authorities are currently researching relevant data, and appear to be moving in the direction of raising the motorcycle speed limit.

The second major obstacle is the ban on tandem motorcycle riding on expressways. Such taboos are inconceivable in the U.S. and Europe, and in fact the only countries in which that type of regulations is in force are Japan and the Republic of Korea.

More Reasonable Measure Needed

There is a general awareness that expressways are actually safer than general roads, with the accident occurrence rate far lower for the expressway routes (about one-tenth). JAMA believes that barring tandem riders from expressways forces them to travel at increased risk on general roads, and is collecting a wide range of data to support its push to realize tandem riding for motorcycles on Japanese expressways.

The regulatory authorities base their stand on assertions that motorcycles are more prone to topple over under tandem riding conditions. However, this is disputed by the results of a survey conducted by the Dynamic Research Company (under consignment from the United States Motorcycle Manufacturers Association). The findings of this study are that at speeds

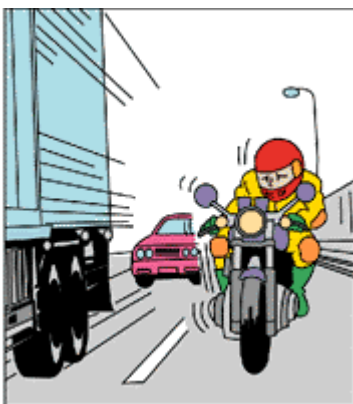
of 45 miles per hour (73 km/h) or greater, having two people on the motorcycle provides greater riding stability than with a single rider.

Expressway accident statistics were gathered in the U.S. and Europe for this survey, adding fuel to the conclusion that traveling tandem is safer than single riding. The U.S. government has also signed onto this position, and is demanding removal of Japan's ban on tandem riding as a non-tariff trade barrier.

JAMA has continued to demand the withdrawal of these regulations, and in January 1997 published a pamphlet entitled "Expressways and Motorcycles" to help clarify its stance. That pamphlet was distributed to government agencies, mass media and pertinent organizations while a demand paper along these lines was also submitted to the Regulatory Reform Committee.



JAMA Pamphlet "Expressways and Motorcycles"



Inability to keep up with the traffic flow



There are no bans on tandem riding in the U.S. or any European countries

JAMA Conducts Autumn Traffic Safety Campaign for 1999

Cartoons Used to Promote Daytime Lighting

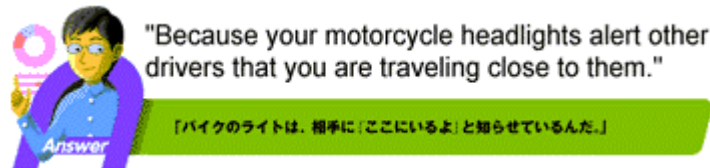
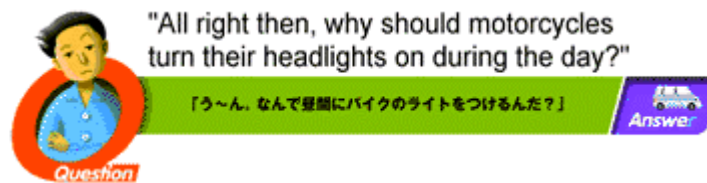
JAMA held its 1999 Autumn Traffic Safety Campaign from September 21 through December 31. While in 1998 the number of traffic accident deaths in Japan was 9,211 persons (1,632 of those riding motorcycles), thus falling below the 10,000 death line for the third year in a row, renewed efforts will be needed to reach the goal of lowering the count to under 9,000 persons by year 2000.

For the 1999 Autumn Traffic Safety Campaign, in addition to accident trends JAMA devoted close consideration to the programs of the government and other groups, and selected advertising media in line with the separate safety themes devised for automobiles and motorcycles.

The autumn 1999 campaign theme for motorcycles was "Promoting Social Understanding for Daytime Lighting," spearheaded by the catchphrase "Turn on Your Lights to See." All motorcycles currently built in Japan are designed to have their headlights turn on when the engine is started up, and as a result about 80% of motorcycle riders now participate in daytime lighting. The goal of this latest campaign was to gain understanding that turning on motorcycle lights during the daytime hours also enhances visibility, and helps support safety in mixed traffic flows. The targets in the enlightenment effort extend to automobile drivers, pedestrians and bicyclists.

Taking advantage of the web-site established for the campaign, JAMA utilized the creative approach of cartoon images to mount appeals for the importance of daytime lighting. In an animation a large truck suddenly closes in, its left-turn blinker flashing, while in the background the scene of a hospital room comes into view. The following dialogue then commences: "But I was driving as carefully as I could." "Did you have your motorcycle lights turned on?" "No, it was daytime." "But motorcyclists should keep their lights on even during the day." "Are you serious?!"

Then, the following question appears.



Printed under the answer is the motto "Always stay aware of others, and drive defensively," with stress placed on the following points: Because motorcycles are smaller than automobiles, drivers of the larger vehicles may fail to see them. This can result in automobiles changing lanes or course without realizing that a motorcycle is in the way, making it important for motorcyclists to also understand this situation, and faithfully practice daytime lighting.

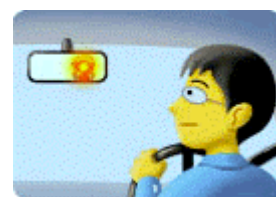
In addition to the web-site approach, this JAMA daytime lighting campaign has also been conducted through newspaper and magazine ads, train transit ads, radio commercials, and the placement of posters in expressway parking areas, driver's education schools, dealers and other strategic locations.



"Motorcycles should keep their lights on even during the day"
"Are you serious?!"



Large vehicles may fail to see motorcycles



Always stay aware of others

