

35th Tokyo Motor Show Scores Big Success

- Diverse Product Displays Point Way to Greater Progress in the 21st Century -

The 35th Tokyo Motor Show was held this year from October 26 to November 7 at the Makuhari Messe Nippon Convention Center in Chiba Prefecture, just outside of Tokyo. Though the September 11 terrorist attacks in the United States triggered concern over whether the Show could go on as planned, thanks to the efforts of the sponsors and exhibitors alike the event went ahead, and came off as a major success.

Out of respect for the memories of victims of the September terrorism, it was decided to cancel the opening ceremony, reception parties and other similar festivities. The Show itself took place under conditions of strict security, with detailed checks made of bags and other items carried in by guests and similar measures adopted. During the 13-day run, the total gate climbed to 1,276,900 guests.

This marked the first Tokyo Motor Show of the 21st century (featuring passenger cars and motorcycles this year), and was staged under the theme of "Open the Door! The Automobiles Bright Future." Participating were 273 companies, six governments and two organizations from 13 countries, with a total of 709 vehicles put on display. Special "press preview days" were held on Oct. 24 and 25, with over 12,000 journalists from Japan and abroad enjoying advance access to the site.

Rich Range of Motorcycles Showcased

Oct. 26 was set aside as special invitation day, with a long list of dignitaries getting an early look at the display booths. They included U.S. Ambassador to Japan Howard Baker Jr., Australian Ambassador to Japan John McCarthy, Thailand's Deputy Prime Minister, Canadian Ambassador to Japan, Netherlands Ambassador to Japan and other high-ranking overseas officials. On hand for Japan was the governor of Chiba Prefecture, the Deputy Minister of Land, Infrastructure and Transport, the Deputy Minister of Economy, Trade and Industry and other government figures.

Motorcycles occupied display space 4,030 square meters in area, with the four Japanese manufacturers (Honda, Kawasaki, Suzuki and Yamaha) joined by BMW of Germany, Harley-Davidson of the U.S., Ducati, Moto Guzzi, Magni, and Piaggio of Italy, and Gruter+Gut of Switzerland. This group of 11 bike manufacturers exhibited a total of 277 vehicles (211 from Japan, 66 from abroad).

Showgoers were thus treated to a rich selection of motorcycle displays, ranging from 50 to 1800cc in displacement. Featured were lightweight foldable minibikes built for compact storage and transport and other concept models inspired by original ideas and bold designs. Also presented were large-scale scooters, sports bikes, racing models and other unique creations.

The Tokyo Motor Show is sponsored by the Japan Motor Industrial Federation, which is scheduled to be merged into the Japan Automobile Manufacturers Association (JAMA) in May of 2002. From next year, therefore, the Show will be sponsored by JAMA. (*)



In the Tokyo Motor Show motorcycle zone, award-winning pictures in the Asian Motorcycle Photography Contest were also displayed; Gold Award winners with FAMI and JAMA officials. (See page 5-6.)

(*) The 2002 Tokyo Motor Show will be devoted to commercial vehicles. The next version of the Show featuring passenger cars and motorcycles is scheduled to take place in the autumn of 2003.

JAMA Update

Charting The Future of The Motorcycle **- JAMA Member Booths at Tokyo Motor Show -**

The main entrance of last fall's Tokyo Motor Show was the motorcycle display space. As a result, many visitors began their tour of the show with stops at the various motorcycle exhibitions. In this article, we review the booths presented by the four JAMA member companies.

Honda: "Have Wings?"

In his briefing, President and CEO Hiroyuki Yoshino of Honda noted, "In addition to mobility supported by easy-handling performance and high economy, we are determined to convey the unique ability of motorcycles to entertain and energize, and in doing so instill greater enjoyment in life." The Honda booth was thus divided into the "Lifestyle Wing," featuring proposals of exciting new motorcycle lifestyle themes, and the "Sports Wing," to communicate the true joy of sports-minded motorcycle riding.

The main stage exhibitions presented two impressive concept models. The first was the super sport "XAXIS," featuring unique styling and innovative technology (995cc DOHC V-twin engine, four-lamp combination headlights, front and rear single-sided swing-arm suspension). The second was the big scooter "ELYSIUM", equipped with a power-operated convertible roof (750cc, complete with navigation system and rear-mounted sonar camera). In all, Honda displayed 72 motorcycles.



Honda

Kawasaki: "Let the Good Times Roll"

In the words of Kawasaki Consumer Products & Machinery Company Vice President Yosuke Fujii, "There are two directions contained in the Kawasaki brand - the Kawasaki known for its big and powerful motorcycles, and the Kawasaki which delivers motorcycles light and fun to drive. We are determined to use both of these identities to enrich the lives of our customers." True to this theme, the Kawasaki booth featured the Flagship Zone, a collection of large displacement models; the Race/Customization Zone, an impressive display of Kawasaki racing models; and the "Touch and Feel Zone," where visitors were able to bestride actual models on display.

Appearing on the Kawasaki main stage was the new model ZZ-R1200 (1164cc water-cooled 4-cylinder DOHC 4-valve engine), the new Ninja series, the 250TR new free style motorcycle (250cc air-cooled single-cylinder engine) and other selections. Kawasaki presented a total of 34 models.



Kawasaki

Suzuki: "Power to the Future"

Suzuki Chairman Osamu Suzuki described his company's approach to the Tokyo Motor Show, "We are displaying a wide range of concept models built to provide the enjoyment and convenience that riders want from their motorcycles, together with technology geared to the future."

Gracing the center of the Suzuki main stage was the "B-KING" concept model, a fusion of powerful design and rich IT advances (the Hayabusa 1300cc engine with a supercharger, a fingerprint ID system to replace the ignition key, on-board information system with mobile phone and global positioning system). A corner devoted to overseas-produced models provided the special treat of motorcycles manufactured by Suzuki overseas subsidiaries in Spain, Thailand, Indonesia and Malaysia, models which are not normally seen in Japan. Suzuki displayed a total of 45 motorcycles.



Suzuki

Yamaha: "Touching Your Heart"

President Toru Hasegawa of Yamaha stressed the theme of "Man-Machine Excitement", one of the primary ideas that is applied to Yamaha motorcycles: "The true fun and fascination of a motorcycle lie not simply in the specs and performance, but also in our human senses and sensibilities that cannot be expressed in just words and figures."

The center of the Yamaha booth featured a large sculpture of a V-4 engine christened "OTODAMA" (literally, "Spirit of Sound") that transcends the common image of a motor in expressing the immense power of a multi-cylinder, large-displacement power unit and the sound and pulse that is unique to a V-engine. This sculpture sits in the middle of a space designed to represent an "incubator" that creates a powerful expression of the "life force" embodied in a V-engine. Yamaha exhibited 60 models around the distinctive structure.



Yamaha

 Views

First Asian Motorcycle Photography Contest Awards Ceremony Hosted in Japan - Asian Photographers Capture Images of Motorcycles in Everyday Life -

The awards ceremony for the First Asian Motorcycle Photography Contest, a competition sponsored by FAMI (Federation of Asian Motorcycle Industries), took place on November 5 at the Makuhari Messe Nippon Convention Center during the run of the 35th Tokyo Motor Show.



Five Gold Award winners (center) along with FAMI and JAMA executives
-Gold Award winning photos-

This photo contest is the brainchild of the FAMI Planning Committee, and was promoted in all FAMI member countries - India, Indonesia, Malaysia, the Philippines, Singapore, Thailand and Taiwan.

Invited to Japan for the awards ceremony were five recipients of the Gold Award for the most excellent photographs in each country. There was no Gold Award champion from India, while the Indonesian victor was unable to make the trip.

The five smiling recipients appeared at the ceremony site with their trusty single lens reflex cameras in hand. Including a tour of the Motor Show, they were treated to a week of travel and sightseeing in Japan from November 4 to 10.

Serving as master of ceremonies at the award event was FAMI Secretariat Hiroyuki Nakamura (JAMA Singapore Office Chief Representative). The proceedings began with addresses by FAMI President Dato' Syed Mohamad Aidid (MASAAM Chairman) and FAMI Planning Committee Chairman Wisoot Wiseschinda (official of TAIA).

Both men voiced profound praise for the Gold Award winners from each country, reflecting on the truly fine quality of their photographic creations.

-Gold Award winning photos-



By Effendy Suryajaya (Indonesia)



By Hii Yii Knong (Malaysia)



By Glenn G. Peralta (Philippines)



By Foo Tee Jun (Singapore)



By Hu Xiao Yuo (Taiwan)



By Pisit Senanansakul (Thailand)

Winning Photos Displayed at Motor Show Booth

Representing JAMA was Executive Director Shigehira Yoshioka, who congratulated the winners for their achievements and warmly welcomed them to Japan during the country's most pleasant and scenic season.

Speaking next was JAMA Motorcycle Overseas Subcommittee Vice Chairman Kazuo Takeuchi, who is also the Japan delegate on the FAMI Planning Committee.

Mr. Takeuchi explained how the Gold Award photos, along with the works honored as Silver and Bronze Award winners, were on display in the Tokyo Motor Show motorcycle zone. He noted that the booth housing them had been heavily visited by showgoers, who were suitably impressed by both the caliber and technique of the photos.

In an interview with this publication, FAMI President Aidid noted: "In Malaysia, about half of all traffic accident deaths involve motorcycles. This makes it vital to promote more effective safety measures, while motorcycle image enhancement activities such as this photo contest are also a vital support for the sound development of the motorcycle market in Asia."

Added FAMI Planning Committee Chairman Wisoot: "The Asian Motorcycle Photography Contest has been a resounding success, with some 20,000 entries submitted in all. On the strength of this dynamic start, we definitely want to make this competition a regular event."

The winners had the opportunity to tour the Motor Show grounds, with their week-long stay also including trips to Tokyo Disneyland, Nikko City (one of Japan's most famous tourist areas and particularly noted for its exquisite autumnal colors) and other enjoyable stops along the way.

Topics

JAMA Announces 2002 Motorcycle Demand Projections for Japan

The Japan Automobile Manufacturers Association (JAMA) on December 20 announced its projections for Japanese domestic market motorcycle demand during calendar year 2002. According to JAMA, overall sales for the year will come in at the 812,000-unit level, an increase of 4.9 percent over last year.

Demand for motorcycles in Japan has been in a steady and prolonged downturn since the latter half of the 1980s, due to lower replacement demand accompanying the declining size of the country's younger generation, longer average years of use and other contributing factors. The year 2002, however, is forecast to produce a rebound to positive growth over

2001 results, bolstered by the launch of low-priced models, large-size scooters and other new offerings, as well as the emergence of deferred replacement demand. The breakdown of JAMA motorcycle demand projections by size class is as follows.

50cc-or-Under Class

Manufacturers will energetically market new low-price models in this high-volume sector, helping push demand up 4.4 percent over the previous year to the 550,000-unit level.

51-125cc Class

JAMA predicts a rise in replacement demand for commercial-use motorcycles, a sector characterized by deferred customer purchases in recent years. The final sales total for this class is estimated at 90,000 units, up a strong 11.1 percent over calendar 2001.

126-250cc Class

With all manufacturers to field lineups of the "street model" motorcycles now popular with young people for town riding use, this sector is expected to benefit from a shift in demand from the over-250cc product class. The final total for the year is forecast at 90,000 units, up 8.4 percent from the previous year.

Over-250cc Class

While the JAMA outlook for this class is on a general par with 2001 sales, demand is predicted to end the year down 1.2 percent at 82,000 units.

Higher Expressway Motorcycle Speed Limit in Force for Over A Year

On October 1, 2000, the maximum speed that motorcycles can be driven on Japan's expressway routes was raised from 80 km/h to 100 km/h, an achievement due to great part to enthusiastic lobbying efforts by JAMA in that direction. Now, with well over a year having passed since this deregulation, it is worth taking a look at the changes which have occurred.

First, for the number of motorcycle accidents on expressways during the 10-month period from October 2000 (when the speed limit was raised) through July 2001, 50 accidents resulted in death or serious injury, while 50 deaths or serious injuries were recorded. Within these totals, there were 12 fatal accidents and 12 fatalities, respectively. In comparison, the 10 months from October 1999 through July 2000 produced 70 fatal or serious injury accidents and 71 deaths or serious injuries (while 12 fatal accidents and 12 fatalities were tracked). Statistically, therefore, the speed limit hike has been followed by a decline of 20 fatal or serious injury accidents, and 21 fewer deaths or serious injuries.

Solely on the basis of these numbers, it may be a bit hasty to conclude that raising the speed limit for motorcycles to the same 100km/h in force for passenger cars has improved motorcycle safety on expressway routes. However, it can certainly be said that the higher limit has not prompted an increase in accidents - a concern initially expressed in some circles.