

## **Tokyo Motor Show 2007 ~ Motorcycle Beauty Shines at International Auto Fest ~**

The 40<sup>th</sup> Tokyo Motor Show (sponsored by the Japan Automobile Manufacturers Association) was convened for a 17-day run from October 26 to November 11 at the “Makuhari Messe” Nippon Convention Center in Chiba City on the outskirts of Tokyo. The theme of this international industry celebration was “Catch the News, Touch the Future.”



With the Tokyo Motor Show celebrating its 40<sup>th</sup> staging this year, the organizers took advantage of this milestone to modify the format of the event. Specifically, this consisted of combining the previous separately held passenger car and commercial vehicle shows into a single exhibition from this year. The result was an “integrated show” spanning all sectors of the automobile industry – namely, passenger cars, commercial vehicles, motorcycles, vehicle bodies, parts and machinery and apparatus related products.

Participating were four governments, one organization and 241 companies from 11 countries and one region (including host nation Japan). The corporate contingent consisted of nine motorcycle manufacturers, 35 passenger car producers, five commercial vehicle builders, three vehicle body makers and 183 parts suppliers. Including 180 models premiered for the very first time, a grand total of 542 wide-ranging vehicles provided an impressive showcase of cutting edge safety and environmental technology, along with the pursuit of advanced design, fun, comfort and other aspects of the total automotive experience.

The motorcycle zone of the show featured exhibitions by Japan’s four domestic producers and five overseas manufacturers (Harley Davidson, Ducati, Triumph, Kymco and Adiva). Each company displayed its own beautifully crafted machines, with the selections including 32 world-premiere and 26 Japan-premiere models.

### **Japanese Manufacturers**

The booths of Japan's motorcycle manufacturers richly reflected particularly keen efforts channeled into exhibiting environmental technology, with a number of fuel cell powered models also on display. Besides this, most of the new models were also equipped with electronically controlled fuel injection systems engineered to both raise both fuel economy and improve clean running performance. The four companies likewise worked through creative concept models to compete in furnishing beautiful new vehicle forms geared to express the future for motorcycles.

### **Honda**

The theme of the Honda booth at the show was "Find Your Wings." This idea incorporated the company's desire for riders to find the motorcycle models that best fit their own particular needs and tastes.

Particularly eye-catching was the Honda EV06 concept mode – a sports cruiser combining a horizontally opposed 6-cylinder engine and automatic transmission. The EV06 effectively fuses the dynamic power and handling of its 1832cc engine into a compact body, tendering a new proposal for riding pleasure.

The Honda DN-01, which made its debut at the previous Tokyo Motor Show as a concept model, this time around was featured as a motorcycle slated for general marketing. The DN-01 is powered by a 680cc V-twin engine mounted with a three-mode automatic transmission. This is a model that secures a relaxed riding position while simultaneously realizing sporty motoring sensation on the strength of a truly unique design.



**EV06**



**DN-01**

### **Kawasaki**

The Kawasaki booth fostered the dual sensation of power and high caliber in motorcycle performance. For sheer power, the Ninja ZX-10R presented styling tailored to literally cut through the air and roar down the highway. The model features a DOHC 4-cylinder 998cc powerplant and 6-speed manual transmission, along with other state-of-the-art technologies derived from racing activities. The bottom line for this model is a dynamic new dimension of exhilarating performance.

The Ninja 250R, meanwhile, sticks with the styling of the larger Ninja ZX-10R, while striking a sublime balance between that design and compact and easy handling. A DOHC 2-cylinder 248cc engine is placed on a lightweight body supporting excellent foot-road contact, further contributing to the creation of a nimble model that carries the concept of compact and easy handling to exciting new heights.



Ninja ZX-10R



Ninja 250R

### Suzuki

The themes of the Suzuki booth were “The Joy of Riding, the Fun of Operation, the Happiness of Ownership.” Based on these concepts, Suzuki exhibited a selection of motorcycles rich in new value and imagination.

The design of the Biplane concept model manifested the “Joy of Riding” theme in full-fledged style. Packing the high power of a V-4 1000cc engine, this motorcycle creation lives up to its name by projecting the liberating image of a biplane aircraft soaring through the skies with perfect freedom.

Unveiled as another innovative Suzuki concept model was the Gemma, a new 250cc scooter rooted in the pursuit of a smooth sense of integration with the rear seat. A truly smart-looking model, the Gemma incorporates the chic concept of a full-flat 2-seater scooter used by young couples to dash around town into a highly refined and low-cut streamlined figure.



Biplane



Gemma

### Yamaha

The Yamaha booth concept was “The Art of Engineering.” Simply stated, this space was a strategic attempt to artistically portray the marvelous world emerging from latest advances in motorcycle technology.

Displayed as one phase of this undertaking were the LUXAIR and Tesseract Yamaha concept models. The LUXAIR is a hybrid that effectively merges the two power components of an engine and a motor into an elegantly flowing form. When accelerating, the motor kicks in to assist the main power from the engine, while in the cruising mode the motor switches over to an electric generator to recharge the battery. This recharging

function occurs when slowing down as well, and is effectively supported by regenerative braking function.

The Tesseract is yet another hybrid powered by the same engine/motor scheme. Though being a four-wheeled vehicle, it delivers the thrills of a two-wheeled machine when attacking corners in a hard leaning posture. The secret is outstanding mobility and space savings achieved with vehicle width equivalent to that of regular two-wheeled models. When stopping, meanwhile, the four-wheel structure allows the Tesseract to stand up firmly on its own.



LUXAIR



Tesseract

### Overseas Manufacturers

The five participating overseas motorcycle builders also introduced a large number of outstanding new models at the show. While Japan's motorcycle market is generally said to be shrinking, the overseas producers continue to expand their sales here. In 2006, for example, sales of imported motorcycles over 125cc in displacement increased by 8.0% over the previous year to reach an all-time record high at more than 27,000 units. Models over 250cc in size also turned in a record performance for the year – climbing by 6.3% over 2005 to the 22,600-unit level.

### Participation Format Events

One of the key goals of the 40<sup>th</sup> Tokyo Motor Show was to use “participation format, hands-on” events to win widespread appreciation from visitors of the “dreams, fun and splendor of automobiles.”

All company booths worked hard toward this end, with the Nippon Motorcycle Association putting on a “Young People's Motorcycle Sports School” to enable visitors to enjoy the pleasures of motorcycling together with their children. This school proved extremely popular with show goers, with all spaces booked up during the morning hours each day.



Training session begins



Braking drills



Riding

The total gate during the show's run came to 1,425,800 persons. The next Tokyo Motor Show will be held two years from now in the fall of 2009, adopting the same integrated industry show format featured in this year's event.