

Test Rides

Ride through SMART MOBILITY CITY on a next-generation vehicle!

Visitors will test-ride and experience next-generation vehicle models (including personal mobility and micro mobility) and automated driving etc. from Japan and abroad to directly feel the fun, safety, and other wonderful features of new mobility.



Conferences

Change for cars, change for lifestyles, change for society. We will bring together the wisdom of many to share thoughts and dreams.

Diverse programs targeting a variety of audiences ranging from professional engineers to children will introduce the latest technology development trends and new culture / lifestyles etc. that will impact cars, lifestyles, and society.

- (1) SMC symposium (held by organizer)
- (2) Advanced technology seminars (held by exhibitors)
- (3) Kids' workshops (participation by companies / organizations)



Event Outline

Name	The 44th Tokyo Motor Show 2015 Organizer Themed Project SMART MOBILITY CITY 2015
Theme	With more freedom...change for cars, change for lifestyles, change for society.
Venue	Tokyo Big Sight (West Hall 4 and Rooftop Exhibition Area / Conference Tower) at "The 44th Tokyo Motor Show 2015"
Dates	October 29 (Thu.) – November 8 (Sun), 2015
Hours	(1) Press Days October 28 (Wed.) 8:00 – 18:00 October 29 (Thu.) 8:00 – 14:00 (2) Preview Day / Special Invitation Day for Persons with Disabilities ... October 29 (Thu.) 14:30 – 20:00 (3) Official Ceremony Day (Guests for opening ceremony, etc.) October 30 (Fri.) 9:00 – 20:00 (4) General Public Days October 30 (Fri.) 12:30 – 20:00 – Mon. – Sat., Holiday October 31 (Sat.), November 2 (Mon.) – November 7 (Sat.) 10:00 – 20:00 – Sundays November 1 (Sun), November 8 (Sun) 10:00 – 18:00
Admission Fee	Free (Tokyo Motor Show admission ticket required)
Organizer	Japan Automobile Manufacturers Association, Inc.

Contact for Inquiries

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The 44th
Tokyo Motor Show 2015
Organizer Themed Project

SMART MOBILITY CITY 2015

A Tokyo Motor Show themed project, developed with advanced companies and organizations from both Japan and abroad.

This is a globally unique program that will lead **the world and look to the future of cars, lifestyles, and society.** SMART MOBILITY CITY 2015 coming soon!

*These materials are based on plans current as of October 6, 2014. Please note that as plans, designs etc. are further developed, content is subject to change.



Venue Image

With more freedom...

change for cars, change for lifestyles, change for society.

Cars are on the verge of dramatic change.

With ongoing innovation of information and communication technology and by integrating new environmental and energy technologies, new roles and values are born and evolving further to transcend the boundaries of cars.

These are sure to bring new joy and lifestyles to people and dramatically change the urban structure and social systems. Urban development slated for Tokyo over the next few years will further accelerate these changes.

The key word is “freedom.”

For example, the freedom to choose among diverse energies including electricity and hydrogen and harnessing them even at home;

the freedom to easily and conveniently use advanced information and services, even while in motion;

the freedom for visitors from abroad to be safely mobile with reassurance in their native tongue;

the freedom for those with physical disabilities to be as mobile as those without;

the freedom to travel more safely, easily, and comfortably with reassurance.

If cars have more freedom, lifestyles and society are also sure to become freer and enriched.

We invite you to consider the future and dreams of cars, lifestyles, and society together with us.

〈SMART MOBILITY CITY 2015〉 will be composed of three programs.

Exhibitions

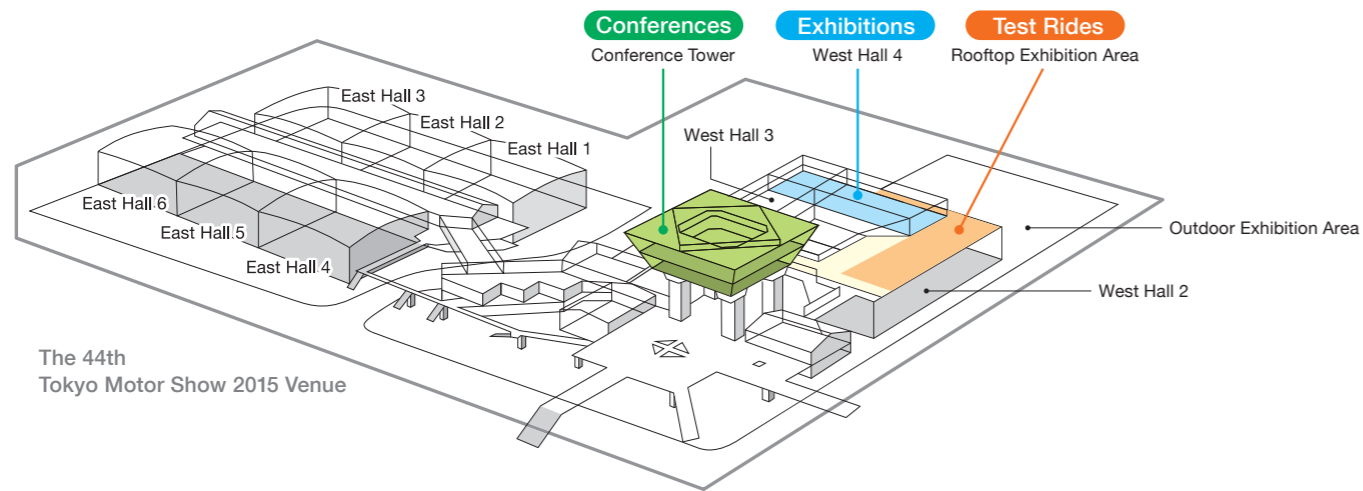
This exhibit program combines theme exhibits (by the organizer) that introduce the themes above in a fun and easy-to-understand way and advanced technologies / product exhibits (by private companies and organizations) that present the latest products, technologies, systems, and services that embody those themes.

Test Rides

This program offers test rides and experiences of next-generation mobility (personal mobility, micro mobility, etc.) from Japan and abroad and automated driving, etc.

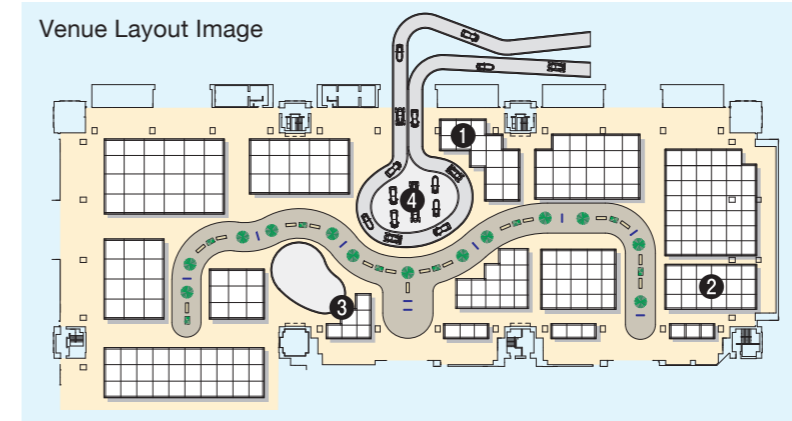
Conferences

The above themes will be discussed in a gathering of wisdom from Japan and abroad in international symposiums and corporate presentations. Workshops will also be held for children.



Experience next-generation cars, lifestyles, and society while strolling “SMART MOBILITY CITY,” the city of tomorrow.

Greatly evolving and transforming the concept of exhibitions, SMART MOBILITY CITY 2015 will create a space where visitors can physically experience the city-car-people relationship in an exhibit format for the first time. While strolling through this city of tomorrow, visitors will experience the fun and joy of next-generation cars, new lifestyles, society changes, and values.



Urban and transit reforms will be implemented at a rapid pace in Tokyo and Japan in a few years, creating a new legacy. We will design a virtual city, encompassing the shape of things to come.

- ① Station core (urban transit systems, etc.)
- ② Cars and ICT & E (Energy / Entertainment) Lab
- ③ Personal Mobility Research Lab & Test Ride Course
- ④ Micro Mobility Test Ride Course

1) Private Company / Related Organization Exhibits

Auto makers, as well as private companies / related organizations / governments involved in telecommunications, environment / energy, urban development, housing, advanced materials, etc. will exhibit cutting-edge products / technologies / systems / services.

As much as possible, we will replicate buildings, museums, and theaters to create the look of a city and have exhibits with designs that are suggestive of showrooms and stores to build a “city of tomorrow” together.

To boldly depict the image of a futuristic city, zones will be kept as large as possible. We will also prepare zones with the image of a tenant mall etc. for small-scale exhibitors.

2) Organizer Exhibit

We will offer exhibitions and experience programs that introduce smart mobility systems and advanced technologies in spaces that resemble public facilities such as stations and research centers.

The main aisle will be rendered with city roads and mini-parks, providing various city information with digital signage etc.