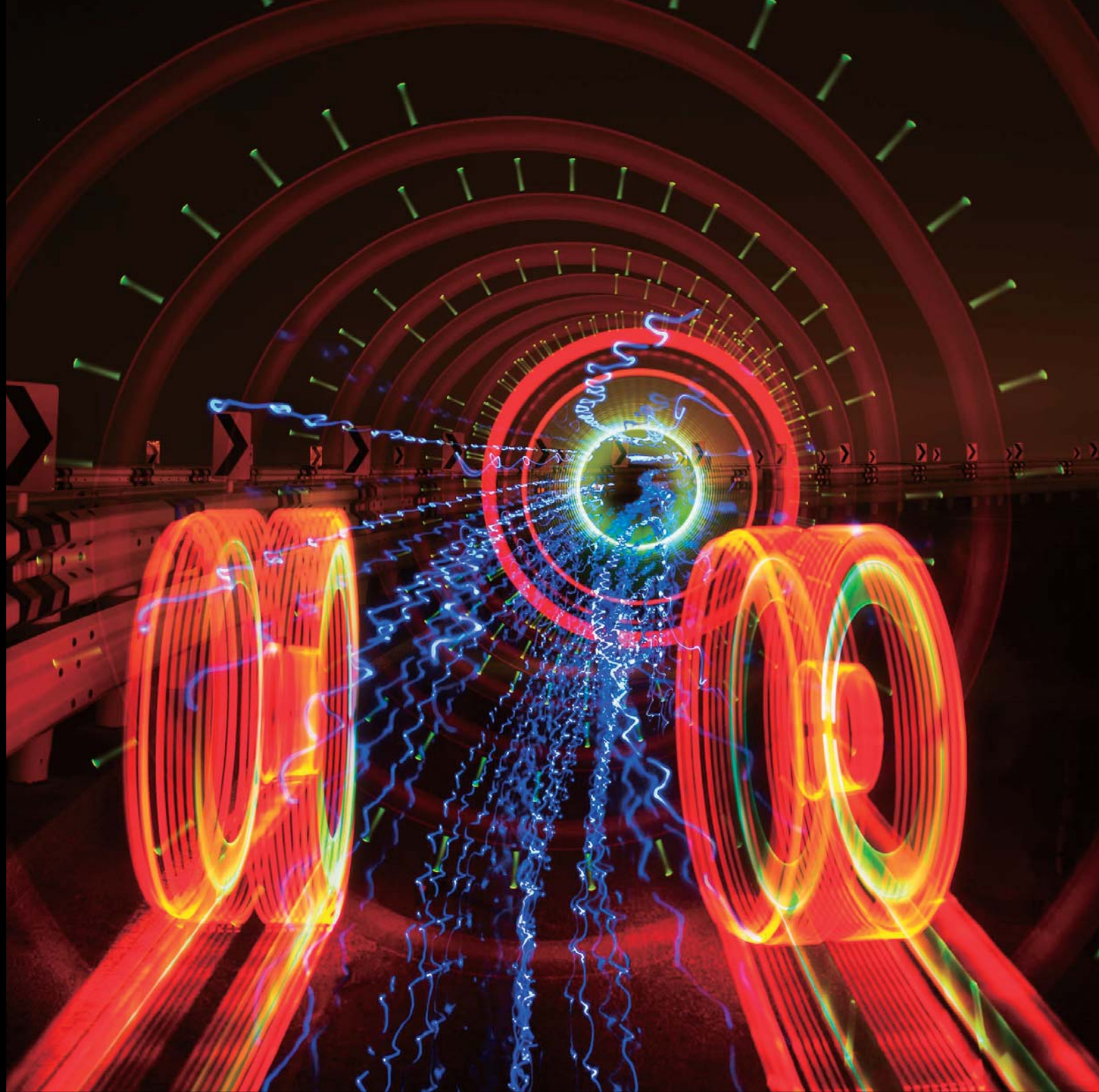




The 44th

TOKYO MOTOR SHOW 2015

INTRODUCTION TO THE 44th SHOW



Greeting from Chairman of JAMA

The previous 43rd Tokyo Motor Show in November 2013 was a showcase of visionary automobile technologies, held under the theme of “Compete! And shape a new future.” With over 900,000 visitors from all over the world, the show ended with resounding success.

Colleagues around the world involved in automobile manufacturing and friends who cherish lifestyles with cars, I am delighted to announce that the 44th Tokyo Motor Show is scheduled for fall 2015.

Looking back, it has been over 60 years since the 1st Tokyo Motor Show was held.

Automobile and motorcycles have shown amazing technological progress since, and their social mission and responsibilities have also transitioned with the times.

Yet I believe there is an enduring truth, no matter what changes the era brings.

That would be: the act of developing new cars and motorcycles absolutely embodies the dreams that people had been envisioning in their hearts.

Futuristic technologies that were nothing more than a scene from a science fiction movie are now being put into motion in real society with the power of technology.

We hope that with each and every unveiled technology, the Tokyo Motor Show will be a fantastic technology show that inspires new dreams and stirs the imagination of all who visit the venue, as well as people around the world who hear about it through the news.

We hope for your even greater support and cooperation for this show.

I look forward to seeing you in Tokyo in fall 2015.



Fumihiko Ike
Chairman, Japan Automobile
Manufacturers Association, Inc.

The 44th Tokyo Motor Show 2015 Theme
Your heart will race.

Show Outline

Name The 44th Tokyo Motor Show 2015

Organizer Japan Automobile Manufacturers Association, Inc. (JAMA)

Co-Organizers Japan Auto Parts Industries Association (JAPIA)
 Japan Auto-Body Industries Association, Inc. (JABIA)
 Japan Automotive Machinery and Tool Manufacturers Association (JAMTA)
 Japan Automobile Importers Association (JAIA)

Chairman Fumihiko Ike (Chairman of Japan Automobile Manufacturers Association, Inc.)

Dates October 29 (Thu.)–November 8 (Sun.), 2015
 (1) Press Days...October 28 (Wed.) 8:00–18:00
 October 29 (Thu.) 8:00–14:00
 (2) Preview Day*1 / Special invitation day for persons with disabilities*2
 ...October 29 (Thu.) 14:30–20:00
 (3) Official Ceremony*3 Day (For Opening Ceremony invitees)
 ...October 30 (Fri.) 9:00–20:00
 (4) General Public Days
 ...October 30 (Fri.) 12:30–20:00
 (Monday–Saturday, Holiday) 10:00–20:00
 (Sunday) 10:00–18:00

*1 Admission limited to purchasers of Preview Day tickets *2 Pre-registration required *3 By invitation only

Venue Tokyo Big Sight 3-11-1 Ariake, Koto-ku, Tokyo <http://www.bigsight.jp/english/>

Support (Scheduled) Ministry of Foreign Affairs; Ministry of Economy, Trade and Industry; Ministry of Land, Infrastructure, Transport and Tourism; Ministry of the Environment; Tokyo Metropolitan Government; Chiba Prefectural Government; Organisation Internationale des Constructeurs d'Automobiles (OICA); Japan External Trade Organization (JETRO)

Schedule

2014	October 6 (Mon.)	Start of exhibit application; Exhibitor briefing
2015	January 16 (Fri.)	Deadline for registering exhibitors
	Late March – late April	Booth allocation

The 43rd
TOKYO MOTOR SHOW
2013





87.3% of reviews were favorable for visitor satisfaction. Characteristics include a record-high rate of visitors from abroad and high rate of intention to buy a new car.

The most common visit objective was “To see a certain car” with 73.1 points. This was followed by “To learn about the latest technology” (40.7 points), and “To enjoy the show” (33.5 points). Achievement rate of these objectives was 87.3 points, which is higher than the previous show. The positive response rate for “inclination to visit the next show” indicated a high level of anticipation with 86.7 points, almost 4 points higher than the previous show.

Due to the economic upturn, it was also distinctive that “intention to buy a new car” was high at 66.9 points.

While visitors came from 39 countries/regions for the previous show, this increased markedly to 58 countries/regions for the 43rd show. The percentage of visitors from abroad also was 4.5%, the highest since we started taking the survey in 2005.

Dates November 22 (Fri.)–December 1 (Sun.), 2013

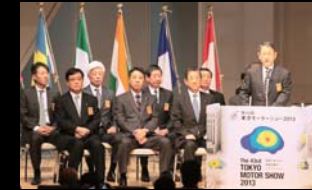
Total visitors 902,800

Press visitors 10,300

Visitor satisfaction 87.3%

Satisfying exhibit content, aiming to become “the top technology motor show in the world”

All makers in Japan (14 companies, 15 brands) participated. From abroad, 20 brands from 18 companies (passenger cars, commercial vehicles, motorcycles) participated, and 76 world premieres were unveiled, a significant increase compared with 53 at the previous show. Tokyo Motor Show exhibit content was rich and fitting of its slogan of aiming to become “the top technology motor show in the world,” bringing in a total of 902,800 visitors during show dates (November 22–December 1).



Features of the 43rd Tokyo Motor Show

A great variety of events, including audience-participation and hands-on events

During the first half of the show dates, the “Passenger Car Test Ride Program by Professionals’ Driving” was held on a special course at the Outdoor Exhibition Area with support by journalists from the Automobile Journalists Association of Japan (AJAJ) and professional instructors. This popular event featured 39 vehicles from 21 brands. The course layout was modified in the second half for a motorcycle test ride (36 motorcycles from 6 brands). For the “Tour of the Tokyo Motor Show Guided by Automotive Journalists” held five days during the show, AJAJ member journalists served as guides, pointing out highlights of the show from a specialist perspective. At the Conference Tower, seven symposiums with themes of high social interest were held. The diverse events offering unique experiences were also popular with visitors.



Uniting the community around the venue to generate excitement for the show

We partnered with Rinkai Fukutoshin Machizukuri (Tokyo Waterfront Community Development) Council, which comprises over 50 companies in the venue area, for joint activities such as distributing discount coupons and conducting a stamp rally with prizes. Also, the Odaiba Rainbow Fireworks held every winter were scheduled to coincide with Tokyo Motor Show dates. At the Promenade in front of the venue, a “Working and Rare Cars Exhibition” was held, featuring Self-Defense Force vehicles, police cars, fire engines, replica cars, and more. Commercial facilities around the venue worked together to generate excitement for the show and achieved great success in appealing to family.



A new initiative “Preview Night” introduced

For the first time, “Preview Night” was held the night before the show was opened to the general public. Admission was limited to 10,000 people, so visitors could enjoy the show without crowds. A great number of automobile and motorcycle fans from all demographics including business person, couples, families, and foreigners took advantage of this, forming a long line before the venue opened at 17:30. This first Preview Night opened the show with great success.



Features of the 43rd Tokyo Motor Show

Information delivered actively from before show opening

In addition to promotional initiatives such as “Odaiba Motor Festival”, which is a concurrent event with the 43rd Tokyo Motor Show 2013, involving Tokyo Waterfront Area, we actively approached the media before and after the show opened for publicity. The volume of achieved exposure of the Tokyo Motor Show would be equivalent to over 4.8 billion JPY in terms of advertising expenses. The Tokyo Motor Show also collaborated with other two events held around the same time: the cutting-edge IT and electronics general exhibition “CEATEC JAPAN” and the “ITS World Congress” held for the first time in Japan in nine years. We successfully captured greater attention by jointly rolling out publicity and holding symposiums with shared themes.



Our extensive website continues to be updated after the show closes

The 43rd Tokyo Motor Show official website continues to be updated after the show closes. In addition to checking visitor survey results, website visitors can browse all exhibitor information through photo and video galleries. The “Exhibitors List” is provided with links to maker websites, so motor journalists around the world find our website valuable for finding all the latest information about cars.

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



“Mobilityscape Tokyo” held immediately prior to the Tokyo Motor Show

For the first time, the event was held exclusively for press members from Japan and abroad as part of our efforts to enhance publicity before Press Days of the 43rd Tokyo Motor Show. The executives of 14 Japanese automakers came together to pitch the domestic auto industry and their competitive strength in international society. The reception was extremely unique because representatives from domestic automakers were in attendance. Approximately 1,000 people participated, making it a great success. This was given major coverage on media including TV, newspapers, and the Internet, generating immense buzz around the world. Akio Toyoda, the then chairman of Japan Automobile Manufacturers Association, Inc. at the time (Toyota Motor Corporation President and Member of the Board) concluded the event to huge applause with the words, “Through car manufacturing, we wish to contribute to the future of the world.”

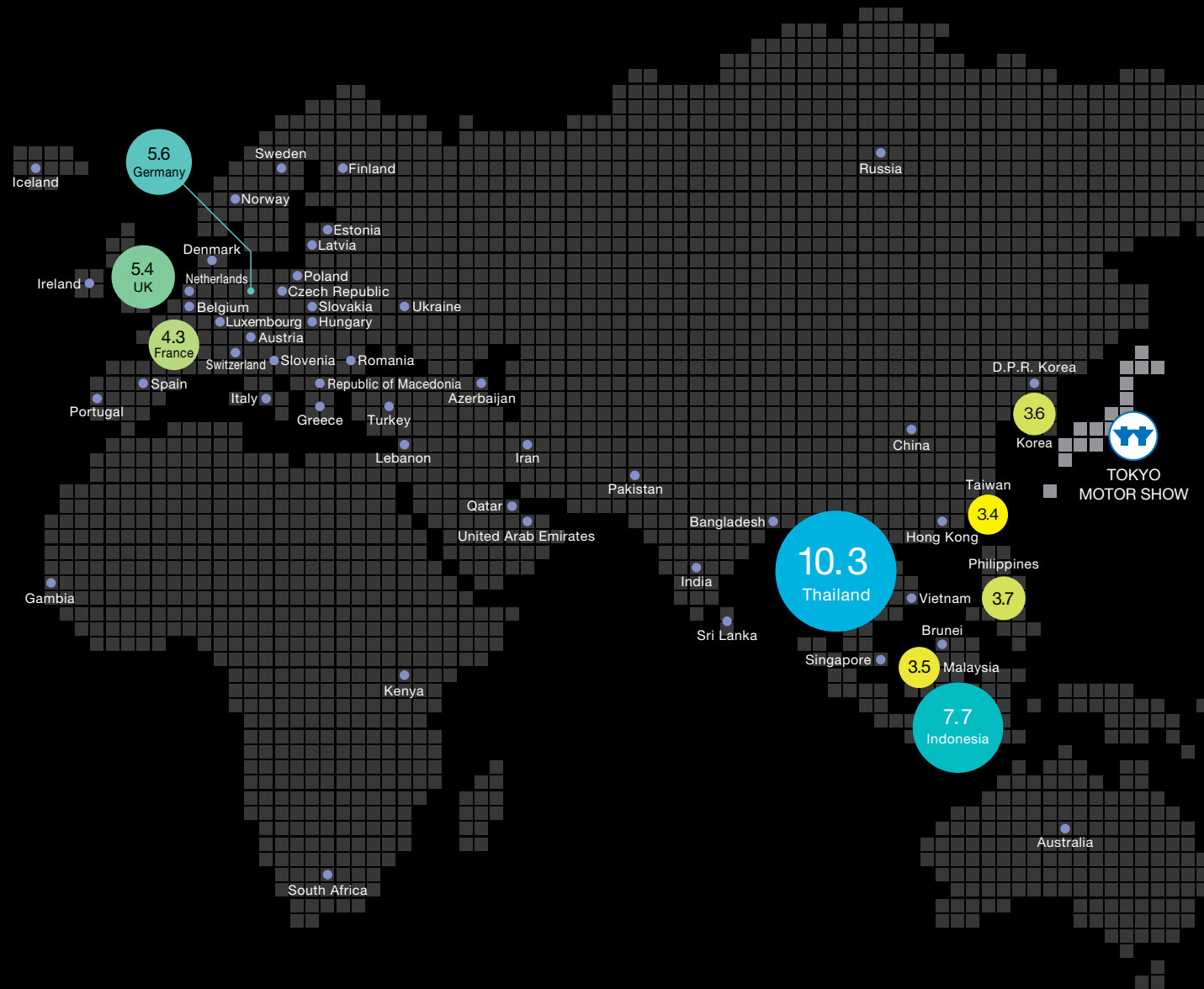


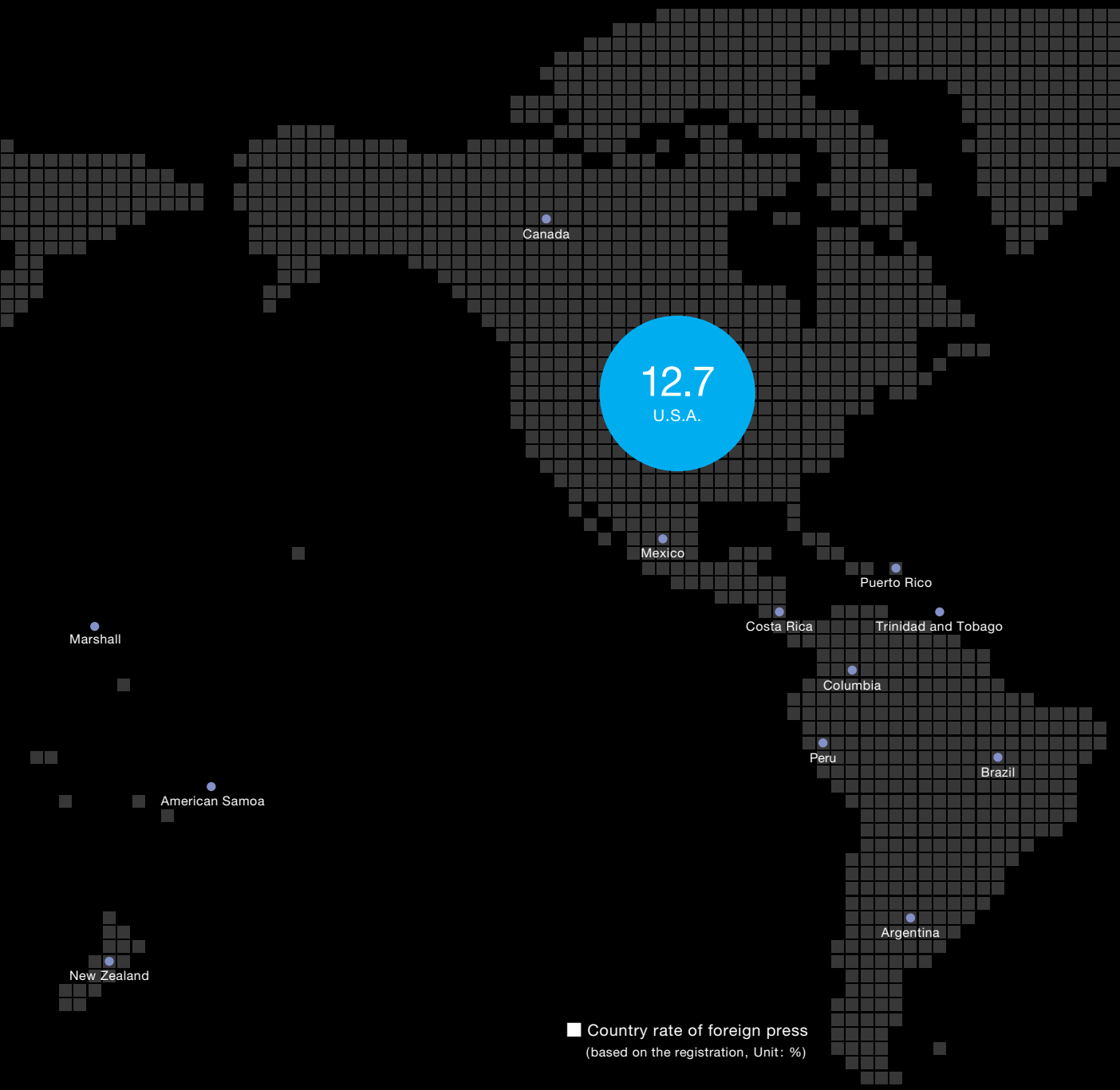
Odaiba Motor Festival held concurrently

The large-scale Odaiba Motor Festival had a different flavor from the 43rd Tokyo Motor Show and was held in Odaiba right by Tokyo Big Sight. A variety of events were held, including the “ODAIBA Motor Parade” featuring legendary cars, “Cirque de Mobi” with dynamic car and motorcycle performances, “American Motor Fair” with a line-up of great classic American cars in order of year, and “Engineer Experience Event” for elementary, junior high, and high school students and so forth. Structured in a different angle from the 43rd Tokyo Motor Show, this festival captivated man and woman of all ages. This event will be renamed “Tokyo Motor Festival” and held again this year (2014), thus contributing to cultivation of Japan’s automobile and motorcycle fans.



Media members from over 70 countries/regions visited the 43rd Tokyo Motor Show 2013 and delivered the latest information to the world.





Press member visitors
(during two Press Days)

November 20 (Wed.), 21 (Thu.)

10,300

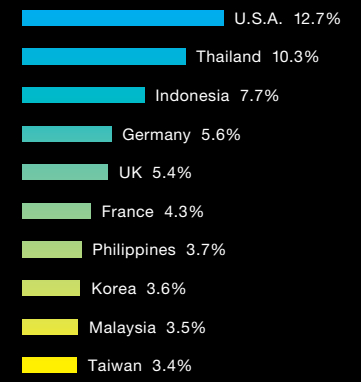
(International press: 1,548)

Number of Press Center Users

8,000

(Domestic: 6,900 / International: 1,100)

■ Top Ten Countries/Regions
Represented by Press (Unit: %)



Source: JAMA Survey

We received favorable evaluations for all items of the “Comparison to Other Shows” survey

(For comparison: Detroit/Frankfurt/Paris/Geneva/Beijing/Shanghai)

Item	1	2	3
Press Briefings* ¹	Tokyo	Frankfurt	Geneva
Press Center Services* ¹	Tokyo	Frankfurt	Geneva
Special Events* ²	Frankfurt	Tokyo	Geneva
Overall Show* ¹	Geneva	Tokyo	Frankfurt
Exhibit Content* ³	Frankfurt	Geneva	Tokyo

*1 Both domestic and overseas, *2 First in domestic rating, *3 Second in domestic rating
Source: JAMA survey of visiting press members for “Comparison to Other Shows”

186.8% vs. the previous show; great influence in Europe, the U.S.A., and Asian regions

The total number of media articles increased 186.8% vs. the previous show, exerting a strong influence in the rapidly growing Asian market. Information about the 43rd show was delivered via various media not only to Europe and the United States, but also to countries such as China, Indonesia, Korea, and India.

Great influence in Europe, the U.S.A., and Asian regions

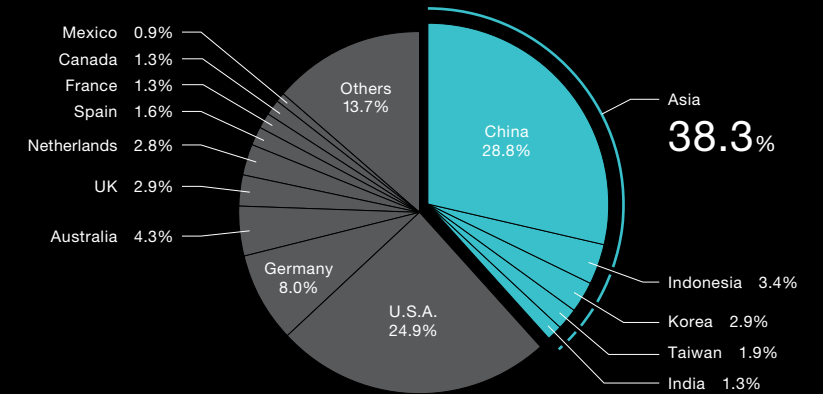
By country, the most visitors came from the U.S.A. Many visitors came to the show from a total of 58 countries.

For this show, many visitors came from 58 countries/regions, an increase of 19 countries over the 39 countries of the previous show. By area, Asia accounted for almost half at 48.0%, but by country, the United States was top at 13.1%. Another characteristic of the 43rd show is that the number of visitors has increased from Southeast Asian countries such as Indonesia, Malaysia, and the Philippines.

Total number of online media articles globally

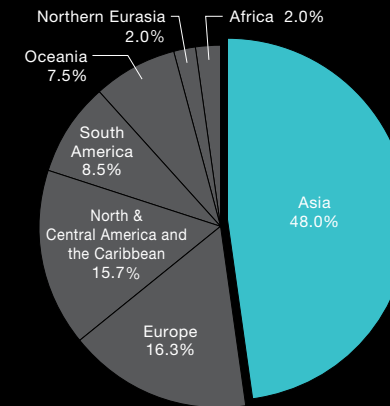
42,882 (Outside of Japan: 27,793)

Most distributed in China (28.8%), the U.S.A. (16.1%), and Germany (8.0%) in descending order



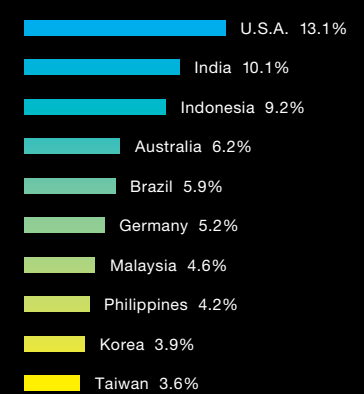
Source: JAMA Survey

Ratio of Visitors by Area



Source: Visitor Survey by JAMA

Ratio of Visitors by Country/Region



Source: Visitor Survey by JAMA

A World-Class Press Center

Upgrading our services to deliver valuable information to the world

The Tokyo Motor Show is devoted to providing a well-appointed Press Center that serves as a hub for delivering information. At the 43rd show, the necessary communications equipment including wireless LAN, telephones, and facsimiles for delivering show information was made available, complete with a network support desk in the Press Center. A camera inspection, cleaning, recharging service, as well as express package delivery and briefing video online distribution services were also provided. Our extensive array of services supported the media coverage activities of visiting press. We are committed to providing an environment where press members can work comfortably and deliver the beneficial information provided by exhibitors, and this will continue at the 44th show.

[Services] •Press lunch •Network support service •Camera maintenance service •Online video distribution of recorded press briefings
•Domestic/International courier service •Complimentary drinks



Press center entrance



Workspace



Lounge



Workspace



Photographer desk



Press lunch counter



Camera maintenance services



Locker room



Courier corner



Press kit

Extremely high potential
as a market.
Japan's auto industry,
leading the world.

The World's number three automobile market

Amidst the greatest transition for the international automobile industry since the global financial crisis in 2008, Japan is the third auto market following China and the United States.

■ Number of Vehicles Sold in 2012 (Unit: millions)

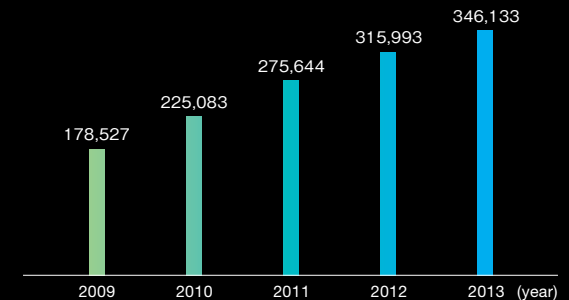
	Passenger cars	Trucks/buses	Total	Number owned (2012)
1 China	15.49	3.81	19.30	109.44
2 U.S.A.	7.24	7.54	14.78	251.49
3 Japan	4.57	0.79	5.36	76.12
4 Brazil	2.85	0.95	3.80	37.27
5 India	2.77	0.80	3.57	29.35
6 German	3.08	0.31	3.39	46.35
7 UK	2.04	0.29	2.33	35.76
8 France	1.90	0.43	2.33	38.13

Source: JAMA survey

Imported vehicle sales growth for four consecutive years

In 2013, 346,000 imported vehicles were sold, and this was a 9.5% increase over the previous year (331,000 passenger cars for an increase of 10.2%; 15,000 commercial vehicles [trucks/buses]). Japan's market is recovering, and the number of sold imported vehicles has been increasing steadily since 2009.

■ Trends in imported motor vehicle sales

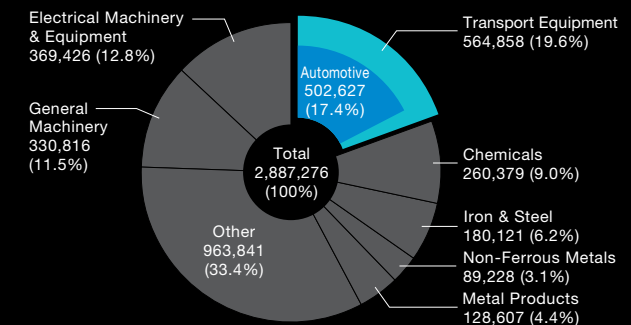


Source: Japan Automobile Importers Association materials

Japan's automobile manufacturing drives the economy as Japan's key industry

The working population in Japan directly or indirectly involved in the auto-related industry comes to approximately 5.47 million people (Japan Automobile Manufacturers Association, Inc. estimate). In 2012, shipment value of manufactured goods by automobile manufacturers exceeded a massive 50 trillion JPY. This accounts for more than 17% of the entire manufacturing industry. Further, overseas manufacturing through global business development is bringing broad economic effects in the various countries, such as by cultivating industry, creating employment, and passing on industrial technologies.

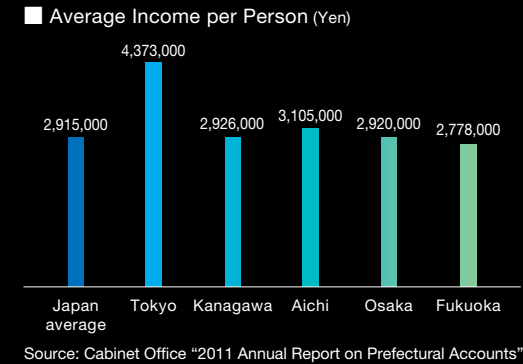
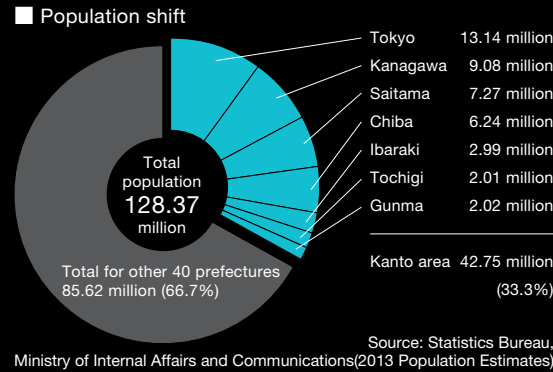
■ Shipment of Major Manufacturing Sector in value Terms in 2012 (Unit: 100 million yen)



Source: Ministry of Economy, Trade and Industry "Census of Manufacturers 2012" Statistics Table

The host city of Tokyo is the center of Japan's politics and economy.

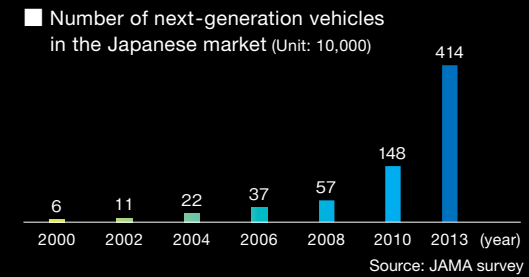
Tokyo, where the show is held, is a tremendous trading area comprising approximately one tenth of Japan's entire population. Tokyo is also the number one city in Japan for average income and number of imported cars sold. Also being a destination for affluent tourists from abroad, Tokyo is the city with the best potential for business opportunities in Japan.



Prevalence of next-generation automobiles in the Japanese market

Next-generation vehicles (hybrid, electric, natural gas, clean diesel, fuel cell, etc.) are gaining attention from the perspective of CO₂ emission reduction, cleaner emissions, and efficient energy use. There has been a great increase of governmental measures such as subsidies and preferential taxation to promote their prevalence. In Japan, the number of hybrid cars especially has surged in the market. As of the end of 2010,

there were approximately 1.5 million next-generation vehicles; this increased to 4.14 million in 2013. These advanced cars can pitch their appeal from both an economic (fuel efficiency) and environmental (ecology) standpoint, and there is much anticipation that this high-profile field will flourish even more.



Development and prevalence of next-generation automobiles as a national strategy

In 2010, the Ministry of Economy, Trade and Industry launched the "Study Group on Next-Generation Vehicle Strategy" to form a new strategy regarding medium- to long-term initiatives for car and car-related companies, as well as society in general. In view of growing global interest in environmental issues and saving of resources, discussions commenced on a national level regarding full-scale market launch of next-generation automobiles. After the Great East Japan Earthquake struck in 2011, interest in energy heightened enormously among the general Japanese population and demand surged for hybrid cars,

clean diesel cars, and electric vehicles. The "Green Growth Strategy" draft aiming for renewable energy and energy conservation was released by the nation in July 2012 and includes many items related to cars, such as doubling the distance that electric vehicles can drive on one battery charge by 2020 (current distance is about 120–200 km) and raising the ratio of next-generation vehicles among new cars sold to 50%. There were also new developments that created buzz in 2013, such as partial subsidies of purchase costs to encourage ownership of clean energy automobiles.

Access to the Venue

With the Olympics and Paralympics coming to Tokyo in 2020, business and lifestyles will become more convenient in many ways.

Tokyo Big Sight is in the Tokyo Waterfront Area, which is easily accessible from key areas in Tokyo.

1 Tokyo Station

This is Tokyo's terminal station and a starting point for many train lines. The red brick station building has been designated as one of Japan's important cultural properties.

2 Roppongi

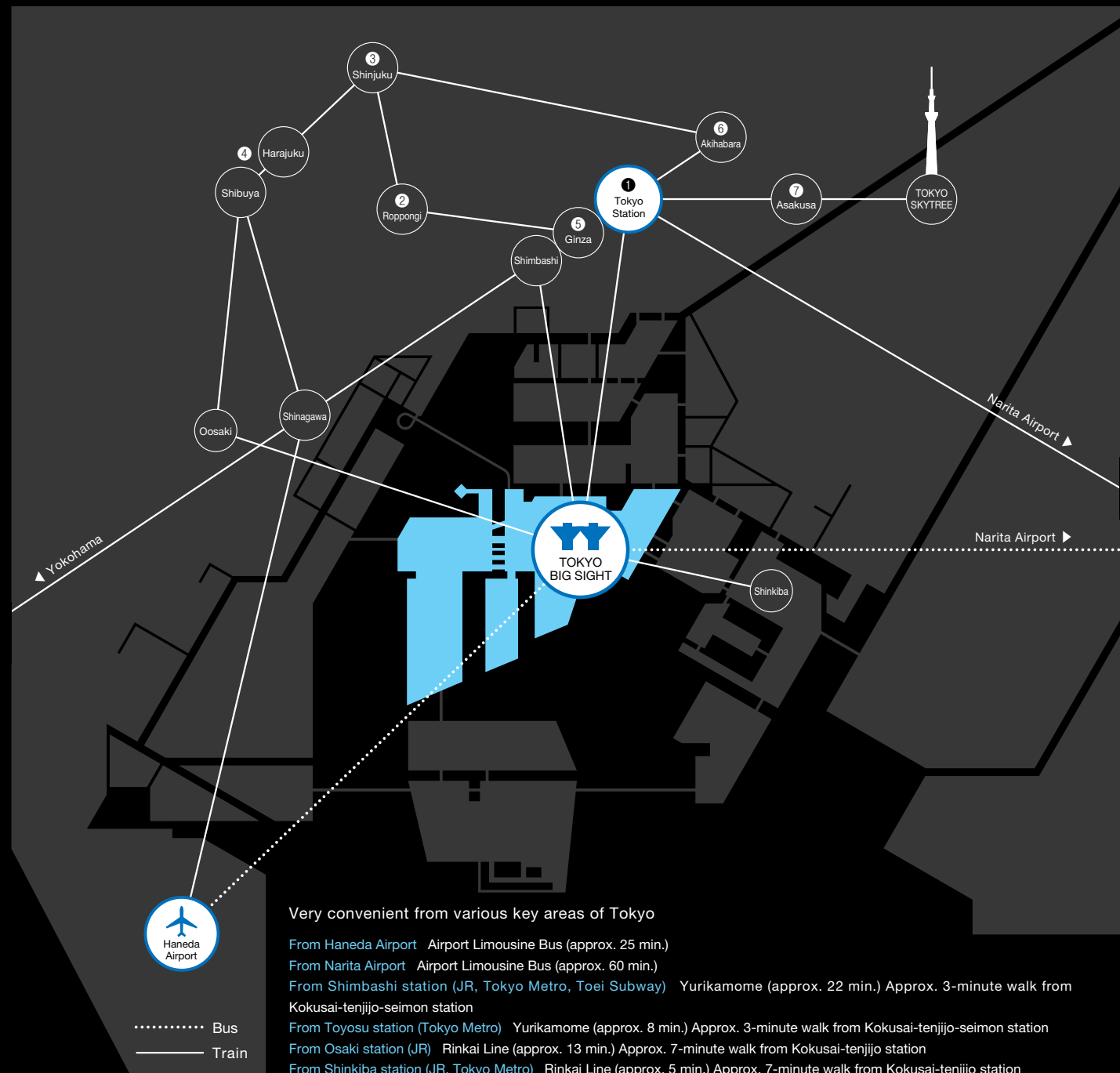
A popular area with business districts, many upscale condominiums and foreign embassies, as well as stores and restaurants targeting foreigners.

3 Shinjuku

This area is iconic of Tokyo, with a business district including the Tokyo Metropolitan City Hall and one of the largest entertainment districts in Tokyo. Along with Ikebukuro and Shibuya, Shinjuku is one of Tokyo's three major subcenters.

4 Shibuya/Harajuku

This area is representative of modern Tokyo, bustling with cutting-edge trends, fashion, music, and youth culture.



The Venue: Tokyo Big Sight

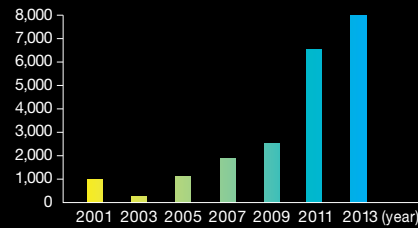
Tokyo Big Sight is Japan's largest convention center today (2014). It is well established for its size, great location, and other conveniences, and easily has the most number of events and visitors compared to other convention centers. It hosts many of Japan's signature events and consistently brings in numbers of visitors.



Tokyo International Airport (Also known as Haneda Airport)

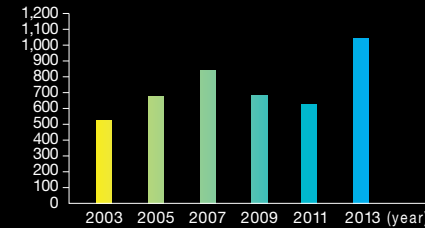
A new terminal for international flights opened in 2010. It originally had many domestic flights, but the number of international flight arrivals and departures has increased. Accordingly, there has been a boost of travelers from Asian countries in recent years.

■ Haneda Airport: Number of international flight passengers (Unit: 1,000 people)



Source: Ministry of Land, Infrastructure, Transport and Tourism "2013 Airport Management Report"

■ Foreign Visitors to Japan (Unit: 1,000 people)



Source: Japan National Tourist Organization

Nearby Sightseeing Points



5 Ginza

This is Japan's largest commercial district and one of the top high-end shopping areas in Tokyo. Ginza is said to have the highest land value in Japan.



6 Akihabara

Akihabara has developed into one of the world's top electronic towns and is also famous today as a hub of Japan culture. It's also known as "Akiba."



7 Asakusa

With Kaminarimon Gate and Senso-ji Temple, this bustling town maintains the friendly atmosphere of traditional Tokyo.

History of the Tokyo Motor Show

Hibiya Park (1954–1957) 1st–4th shows Korakuen Bicycle Race Stadium (1958) 5th show

Based on the opinion that it was “essential to hold a motor show of international level in order to rebuild Japan’s auto industry,” the Tokyo Motor Show was born in Hibiya Park in central Tokyo as the “First All-Japan Motor Show” in 1954. The ten-day event attracted 547,000 visitors, indicating the general public’s yearning and hope for cars.



Tokyo International Trade Fair Grounds, Harumi (1959 –1987) 6th – 27th shows

The show moved indoors as construction of the Japan Trade Center was completed in Harumi of Tokyo. Japan’s automobile industry grew rapidly in the approximately 30 years that the show was held here. In 1970, overseas makers participated full scale in the Tokyo Motor Show for the first time, with 33 carmakers from seven countries.



1954



1959



1970



1987



1989



2009



2011



2013

Makuhari Messe (Nippon Convention Center) (1989–2009) 28th–41st shows

The venue was moved to Makuhari Messe, which had opened as the largest convention center in Japan, and the 29th show in 1991 had an unprecedented 2.01 million visitors. The number of exhibitors was also the most ever, with 352 companies, 2 governments, and 1 organization.



Tokyo Big Sight (2011–present) 42nd show onward

To accommodate major changes in the global economic environment, the show was moved from Makuhari Messe in Chiba prefecture to Tokyo Big Sight in Tokyo. The Tokyo Motor Show was reborn and held in Tokyo for the first time in 24 years. Reaction has been favorable, with many visitors attending because of the convenient location.



Tokyo Big Sight

This core facility of the Tokyo Waterfront Area was opened as an iconic convention center of Japan in April 1996. A great diversity of events are held here, such as exhibitions, trade fairs, international conferences, symposiums, and academic meetings. The facility serves as a hub of interaction and information and is open to the world.

Facility Outline

Address : 3-11-1 Ariake, Koto-ku, Tokyo

Ground-floor area : 243,419.46 m²

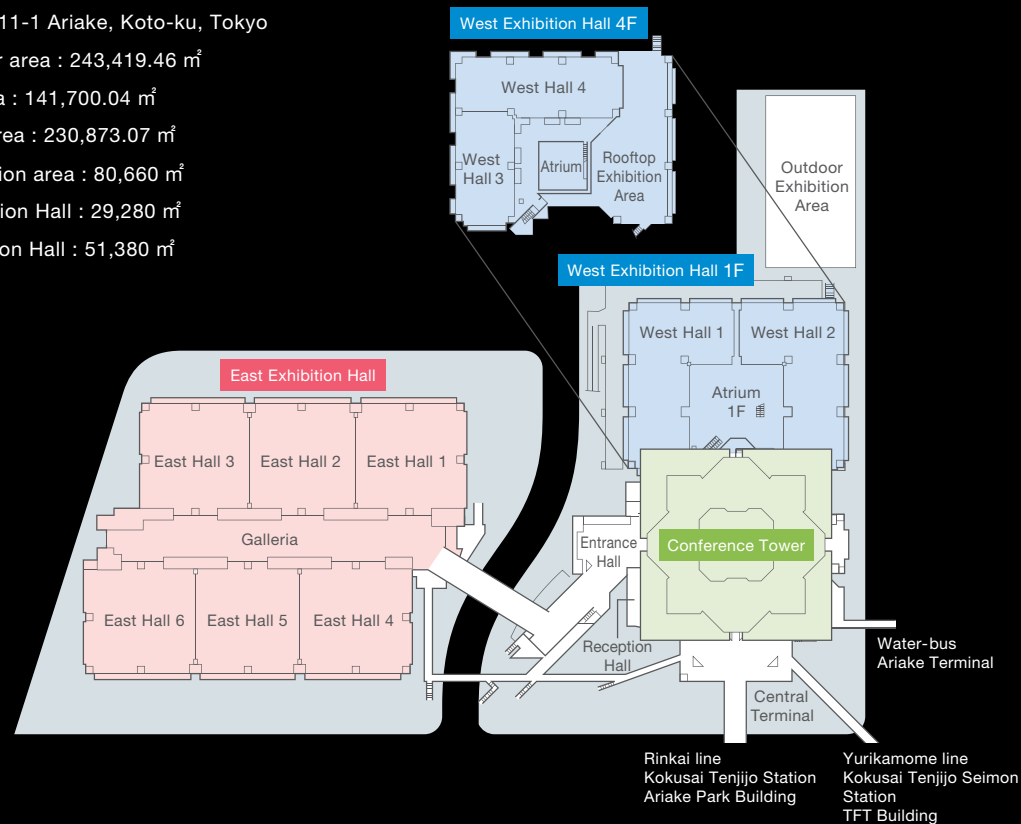
Building area : 141,700.04 m²

Total floor area : 230,873.07 m²

Total exhibition area : 80,660 m²

West Exhibition Hall : 29,280 m²

East Exhibition Hall : 51,380 m²



About the Organizer of the 44th Tokyo Motor Show 2015

Japan Automobile Manufacturers Association, Inc.

Japan Automobile Manufacturers Association, Inc. (JAMA) comprises 14 manufacturers of passenger cars, trucks, buses and motorcycles in Japan. The objective of the organization is to promote sound development of Japan's automobile industry and to contribute to its social and economic welfare. As developments of the automobile industry increasingly affect society today, JAMA steps up its commitment to its role and mission, actively addressing environment, safety, a better car society, and improvement of the global business environment.

- Address: Jidosha Kaikan, 1-1-30, Shiba Daimon, Minato-ku, Tokyo 105-0012 Japan
- Overseas offices: North America Office (Washington, D.C.), European Office (Brussels), Singapore Representative Office, Beijing Representative Office (China)
- Established: April 3, 1967
- Member companies: Daihatsu Motor Co., Ltd.; Fuji Heavy Industries Ltd.; Hino Motors, Ltd.; Honda Motor Co., Ltd.; Isuzu Motors Limited; Kawasaki Heavy Industries, Ltd.; Mazda Motor Corporation; Mitsubishi Motors Corporation; Mitsubishi Fuso Truck & Bus Corporation; Nissan Motor Co., Ltd.; Suzuki Motor Corporation; Toyota Motor Corporation; UD Trucks Corporation; Yamaha Motor Co., Ltd. (in alphabetical order)
- Special Friend: GENERAL MOTORS JAPAN LTD.

For inquiries regarding the Tokyo Motor Show

Tokyo Motor Show Office Tel: +81-3-5405-6127 Fax: +81-3-5405-6136

<http://www.tokyo-motorshow.com/app/en/contact/>

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