

The 43rd
TOKYO
MOTOR SHOW
2013

SMART MOBILITY CITY 2013 NEWSLETTER

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SMART MOBILITY CITY 2013

The 43rd Tokyo Motor Show 2013 Organizer-Themed Project

“The Greater Evolution of Vehicles”

Connected Vehicles for Enhancing Safety and Reassurance

Transportation of people and things are evolving into a new dimension that provides an unprecedented level of safety and reassurances, made possible by connecting vehicles to the most advanced information-communication technologies and driver assistance systems.

The vehicles of our future will be connected to its surroundings – such as the road, pedestrians, and other vehicles – through information and communication networks. Added to this will be the latest safety technologies for driving assistance. Combined, these technologies will provide extremely high safety and an unprecedented level of ease in driving for all types of drivers, even in an environment of highly congested traffic by pedestrians and other vehicles.

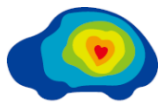
These latest technologies will be further complemented by a system to forecast traffic congestion that is linked to automated driving vehicles, and a method for cruising in a highly compact manner with vehicles following closely behind one another. These technologies will likely be the foundations that support the infrastructure of our future society, allowing for things to be transported with better cost and speed without being affected by the time and distance, and bringing to reality a world with zero traffic accidents.

Furthermore, the automated driving control system will evolve to render a new level of service by fusing it with interface technologies that connect the driver to the vehicle. It will provide the driver with a safe and enjoyable transportation service, allowing them to seamlessly and freely select from a variety of driving modes depending on the mood and the weather. The joys and freedom of going places by car will be maximized by being able to choose whether to enjoy actually driving the car or to utilize the automated driving function, depending on the driver's disposition or the driving conditions at a given time.

The SMART MOBILITY CITY 2013, the organizer-themed project at the 43rd Tokyo Motor Show 2013, will be offered under the theme of “KURUMA NETWORKING: Vehicles connecting with people's lives and society.” Under this theme, it will offer test rides of vehicles installed with systems to reduce traffic accidents and the ADAS (Advanced Driver Assistance Systems). It will also host an international symposium on the ADAS.

SMART MOBILITY CITY 2013 not only introduces the latest technologies, but also provides a place for both the exhibitors and the visitors to come together to experience and contemplate the various future potentials in such aspects as the new relationships and possibilities between people and vehicles, and the changes it will bring to our lifestyles. Advanced driving assistance and automated driving will revolutionize the way we think about safety, reassurance, and about vehicles, leading to the creation of new services, and paving the way toward a new future.





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Experience a new dimension in connected vehicles for enhancing safety and reassurance

ADAS Test Ride

Location: Rooftop Exhibition Area, West Hall, Tokyo Big Sight

Dates: November 23 (Sat.) – 26 (Tue.), 2013

Details: Test rides hosted by the exhibitors featuring technologies that lead toward enhanced safety and reassurance
(program details will be announced at a later date).

International Symposium

“Connected vehicles for enhancing safety and reassurance – Possibilities of advanced driver assistance systems”

Location: 6th Floor, Conference Tower, Tokyo Big Sight

Date: November 25 (Mon.), 2013 (program details will be announced on a later date)

Exhibits

ADAS-related technologies that lead toward enhanced safety and reassurance will be introduced on the video screen at the core exhibition space and at exhibitor booths.

Note: SMC 2013 venue will offer a variety of other programs in addition to those associated with ADAS.

CEATEC JAPAN 2013 / ITS World Congress Tokyo 2013 / Tokyo Motor Show 2013 Three-Event Collaboration

Symposiums will be offered under a common theme of automated driving at each of the following events: CEATEC Japan 2013, which is a cutting-edge IT and Electronics general show; ITS World Congress Tokyo 2013, which will be held in Japan for the first time in nine years; and the Tokyo Motor Show, which is held every other year.

Part 1: CEATEC JAPAN (14:00 – 17:30 on October 2 [Wed.] / Convention Hall A, Makuhari Messe)

“IT & Electronics Technologies Supporting the Future Advanced Driver Assistance Systems”

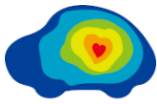
Part 2: 20th ITS World Congress Tokyo 2013 (12:30 – 14:00 on October 15 [Tue.] / Atrium, Tokyo Big Sight)

Public talk sessions by global ITS leaders on “Automated and Connected Vehicle Technologies”

Part 3: The 43rd Tokyo Motor Show 2013 (10:30 – 16:30 on November 25 [Mon.] / Conference Tower, Tokyo Big Sight)

SMART MOBILITY CITY 2013 International Symposium

“Connected vehicles for enhancing safety and reassurance – Possibilities of advanced driver assistance systems”



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COLUMN For Further Reassurances Future of Driving Safety



Etsuko Kusuda

**Tokyo Motor Show
SMART MOBILITY CITY 2013
Associated Editor for the Newsletter**

- Born in 1984
- First Chief Editor of Cross Sector Mobility Business Magazine "LIGARE" – QOL & Mobility of Life
- Mobility consultant and journalist, who actively communicates the mindset of women aged in their 20s
- Member of the "Study Group on Sharing Future Visions on Transportation x City x Housing" hosted by the Ministry of Land, Infrastructure, Transport and Tourism
- Member of the "Urban Traffic Council" of Nishinomiya City

I really love cars. I still look up to my neighbor, an older girl who used to take me on a drive to all different places. My dream is to go on a driving trip by myself – on a weekend, with my beloved car, to a favorite place of my own.

But, since I lack the confidence, I only drive to go shopping or to go to work. So my family and friends believe that I have no interest in cars.

A friend in a similar situation bought a new car the other day, and invited me to go driving with her. She said happily, "I had heard that cars these days are easier to drive, because they would automatically put on the breaks right before collision, or will avert traffic jams for you. At first, I didn't really believe it, but now, driving is so much fun."

I learned that cars of our future would communicate with its surrounding environments, including pedestrians and other cars, providing us with subtle assistance so that everyone, myself included, can drive safely. If such a car would become my partner, then I'd be comfortable enough to go traveling anywhere, even to unknown cities. I believe I could go on driving forever.

To be able to go anywhere, as you wish – like growing wings of freedom to go on travels of self-discovery. The thought of it makes my dreams expand with the excitement of what tomorrow will bring.

(Etsuko Kusuda)

For inquires, please contact:

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Details on SMART MOBILITY CITY 2013 will be provided in future newsletters.

Please e-mail smc2013-pr@motor-show.jp if you would like to receive the latest information.