

The 43rd  
TOKYO  
MOTOR SHOW  
2013

# SMART MOBILITY CITY 2013 NEWSLETTER

vol. 3  
2013.10.22

## SMART MOBILITY CITY 2013

The 43rd Tokyo Motor Show 2013 Organizer-Themed Project

### Vehicles with Greater Freedom Micro Mobility and Personal Mobility



More fun, joys, and freedom of getting around.

Such yearnings for more will be answered by micro mobility and personal mobility vehicles. These vehicles are the transportation tools of our near future, and also, the topic of our third newsletter.

Until now, automobiles have been developed as a means to go greater distance at faster speed.

But, when we think about our daily activities of going shopping, dropping off and picking up the children or commuting, we begin to realize that there may also be a need for a new type of mobility that gives added ease in getting around.

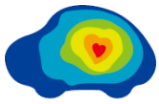
Micro mobility is a completely new type of vehicle designed for one or two passengers, where its size and functions have been newly reconsidered specifically for this type of daily use. With these micro mobility vehicles, we will have the freedom of covering short distances with a new sense of ease and convenience. Power can be charged at home, so there is also no need to stop by for gasoline.

Personal mobility vehicles are a new transportation tool that has been developed based on a completely different concept from that of traditional automobiles. This new type of mobility delivers the joys of being able to go where you want, added with the fun of the process of going places. Imagine what it would be like if everyone – the young, the elderly, and the disabled – would all be able to move about actively on equal footing. Our lives would certainly be more enriching if such mobility would lead us to new encounters amongst one another.

Demonstrative tests are already being conducted at various locations for the vehicles mentioned above. And how will the future of mobility be put to practical use? This is a question to be answered by us all. SMART MOBILITY CITY 2013 is an excellent opportunity for us to come together and think about the future of mobility.

For this issue, the writer Ririko Amakasu tried out the personal mobility vehicles. She describes her experience in the column on the following page.





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## COLUMN **Joy to Drive** Bringing More Fun and Freedom



**Ririko Amakasu**  
Novelist

- Born in 1964 in Kanagawa prefecture.
- Novelist for many magazines on themes of fashion, food, sports, automobiles, and more. Major novels include *Shinkukan*, *Chunen Zenya*, *Mi-Cuit*, *Nagai Shitsuren*, *Order Made*, etc. Essays include "Shishunki Busu" and "Ana no Aita Baketsu." Hosts the Book club since 2011.

Blog: [www.1oven.com/ririko\\_amakasu/](http://www.1oven.com/ririko_amakasu/)

Getting around is like playing some kind of sports.

This is how I felt after trying a few types of personal mobility vehicles. A game of sports, with no winners or losers. Taking your physical being from a starting point to a goal is like a game that enhances the mind and body.

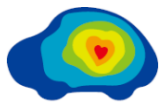
The keys to operating a personal mobility vehicle are both the body's core balance and the sensory experience. You become aware of your body's center of weight, while also becoming fully awake to the sights, sounds, and feel of your surroundings, receiving the wind and the elements with your entire being. It doesn't run smoothly if you try to operate it with only your physical skills, or just by the will of your mind – but when both aspects come together with an audible click, it becomes a truly exhilarating experience.

The delightful thrill that comes accompanied with just the right amount of tension is similar to the feeling of driving a sports car. The reason I love sports cars is because I enjoy the feeling of being in control of myself, moving into the spaces before me by my own will. I'd almost forgotten about this particular sensation, but riding these personal mobility vehicles have brought it all back. It was a nostalgic, yet novel experience.

In Japan, we sometimes call the automobile as our "legs." I rather like this expression. It feels like there is a real connection of partnership with our automobiles. Personal mobility vehicles will most likely be our "legs" of the future. It will probably be long and cool legs. If we can go freely to the towns, the mountains, and to the seaside with such legs, even through narrow alleys and inside buildings, what fun it will be! Perhaps, with personal mobility, maybe what we have acquired is not just another vehicle, but a new part for our body.

(Ririko Amakasu)





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## Programs at the Venue

### Test Rides of Personal Mobility and Micro Mobility

The first such offering at a motor show, this is a rare opportunity to actually try operating personal mobility and micro mobility vehicles.

#### (1) Personal Mobility Experiences

Location: Core Exhibit Area, West Hall 4

Period: November 23 (Sat.) – December 1 (Sun.), 2013

Vehicles: The following personal mobility vehicles will be available.

Winglet LONG TYPE by Toyota Motor Corp.

UNI-CUB by Honda Motor Co., Ltd.

Note 1: Hours will be notified at the venue.

Note 2: Please be aware that the above vehicles may be subject to change.

#### (2) Micro Mobility Experiences

Location: Core Exhibit Area to the Track Yard, West Hall 4

Period: November 23 (Sat.) – December 1 (Sun.), 2013

Vehicles: NISSAN New Mobility Concept by Nissan Motor Co., Ltd.

Micro Commuter Prototype β by Honda Motor Co., Ltd.

COMS P-COM by Toyota Motor Corp.

ZieD α1 by ZieD Co., Ltd.

Note 1: Hours will be notified at the venue.

Note 2: Please be aware that the above vehicles may be subject to change.

### International Symposium

A symposium to discuss how our lives will be changed by the widespread use of micro mobility vehicles.

“Changing life through new technologies”

Location: 6th Floor Conference Rooms 605-608, Conference Tower

Date: November 24 (Sun.), 2013

(Program details to be announced on a later date)

### Exhibition

Location: Exhibitor Booths and Core Exhibit Area, West Hall 4

Period: November 23 (Sat.) – December 1 (Sun.), 2013

Outline: Exhibitor Booths – Introduction of micro mobility and personal mobility vehicles by various companies

Core Exhibit Area – SMC TOURS content “Connecting – New mobility”



For inquires, please contact:

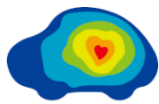
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**Details on SMART MOBILITY CITY 2013 will be provided in future newsletters.**

Please e-mail [smc2013-pr@motor-show.jp](mailto:smc2013-pr@motor-show.jp) if you would like to receive the latest information.



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## List of Programs

### Core Exhibit

#### SMC TOURS

Location: West Hall 4

Period: November 23 (Sat.) – December 1 (Sun.), 2013

Outline: Cruise around SMART MOBILITY CITY in an amazing vehicle. Participants go on simulated rides through various scenes in a vehicle-shaped device.

<List of Contents>

- I. Connecting – Towards safe and reassuring traffic systems
- II. Connecting – Towards safe and reassuring vehicles
- III. Connecting – Comfortable and convenient driving
- IV. Connecting – New roles of vehicles
- V. Connecting – Safe, reassuring, convenient lifestyles
- VI. Connecting – New mobility

### Test Ride

#### SMC Test Rides: Experience Smart Driving

Personal mobility experiences

Location: Core Exhibit Area, West Hall 4

Period: November 23 (Sat.) – December 1 (Sun.), 2013

Micro mobility experiences

Location: Core Exhibit Area and Track Yard, West Hall 4

Period: November 23 (Sat.) – December 1 (Sun.), 2013

Electric two-wheeler experiences

Location: Track Yard West Hall 4

Period: November 23 (Sat.) – December 1 (Sun.), 2013

Advanced driver assistance systems

Location: Rooftop Exhibition Area

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

Autonomous vehicle demonstrations

Location: Rooftop Exhibition Area

Period: November 25 (Mon.) – November 26 (Tue.), 2013

Charging infrastructure and EV/PHV test drives

(Sponsored by Next Generation Vehicle Promotion Center)

Location: Rooftop Exhibition Area

Period: November 27 (Wed.) – December 1 (Sun.), 2013

### Conference

#### International Symposium

(Programs details to be announced on a later date)

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

Location: Conference Rooms 605-608, Conference Tower 6F

Date: 10:30 – 16:30 on November 25 (Mon.), 2013

“Future society and future mobilities”

Location: International Conference Room, Conference Tower 7F

Date: 11:00 – 16:30 on November 28 (Thu.), 2013

(Special Cooperation by Toyota Motor Corp.)

“Changing life through new technologies”

(Sponsored by Ministry of Land, Infrastructure, Transport and  
Tourism / The Yomiuri Shimbun

Location: Conference Rooms 605-608, Conference Tower 6F

Date: 10:30 – 16:30 on November 24 (Sun.), 2013

#### Advanced Technology Seminar

(Participating companies and organizations)

Nissan Motor Co., Ltd.

Agency for Natural Resources and Energy

#### Kids Workshop

(Participating companies)

Nissan Motor Co., Ltd

ecomoto Corp.

Panasonic Corp.

Mabuchi Motor Co., Ltd.

