

The 43rd
TOKYO
MOTOR SHOW
2013

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SMART MOBILITY CITY 2013 NEWSLETTER

SMART MOBILITY CITY 2013

The 43rd Tokyo Motor Show 2013 Organizer-Themed Project

Vehicles and the Information Network

The increased sophistication of information communication technology has dramatically changed our lifestyles. New information devices and services connect us to many people, allowing us to exchange our thoughts with one another and creating a network society like never before. In this day and age, we can no longer imagine a world without the Internet and smartphones. And when vehicles are integrated with information communication technology, they will be able to provide new elements of fun, as well as an unwavering sense of safety and reassurances in our lives.

Intelligent Transportation System (ITS) has contributed greatly to reducing traffic congestion by bringing about the widespread use of Electronic Toll Collection System (ETC) and Vehicle Information and Communication System (VICS).

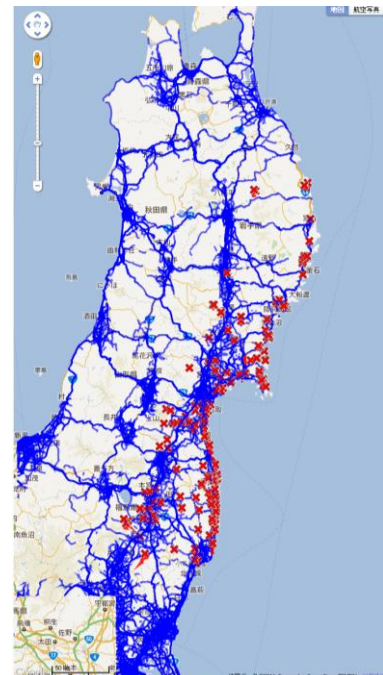
By having vehicles communicate the locations and conditions of pedestrians, roads, and other vehicles amongst one another, and by linking this in a sophisticated manner with driver assistance technology, the sense of safety and reassurance that we have with our vehicles will be brought to a level beyond our imagination, even at intersections with poor visibility and in situations of high traffic.

Vehicles running the roads send out valuable real-time information on traffic and weather. In recent years, this information has made it possible to swiftly select alternative routes that account for the rapidly changing traffic conditions, as well as to avoid traffic jams. Many roads and bridges were damaged due to the Great East Japan Earthquake in March 2011, but by sharing such information, passable routes were found without a moment to be lost, allowing emergency supplies such as medical items and food to be delivered to the disaster victims. These vehicles will be able to help grasp the local road and weather conditions in times of disaster, and will also be able to serve as a local station for people to acquire necessary information in times of blackouts, thus serving an important role in providing information to the local community.

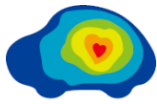
The benefits of bringing vehicles and information communication technology together are not only limited to safety, security, convenience, and disaster response.

Just like the smartphones, vehicles will also evolve into handy terminals for accessing the latest music or lifestyle trends, as well as for sending out information. And it will continuously give birth to new values by linking it with other media such as games and video.

By integrating vehicles with information communication technology, vehicles will naturally become an integral part of our daily life that will lead us into the future. Come and experience what this future is like at the SMART MOBILITY CITY 2013.



The passing track record and passing information at the time of a disaster



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COLUMN

Future of Vehicles Connected to Towns and Loved Ones



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

After days of hard work, I like to relax on the weekends. And for a change of pace, I like to go driving. My car is my ever-ready partner who can always be counted on to be by my side.

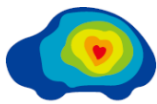
Apparently, little by little, such cars are being transformed into vehicles of the future. If that is so, they should be able to do much more than just run on gasoline.

In the future, vehicles will help us have new encounters and communications. Shopping, restaurants, games, and other aspects associated with our everyday life will be connected to the vehicles, which in turn will give birth to new ideas and services. I hope that vehicles would become a part of my network and that of my friends. I have a feeling that this will create even more ties between people and our neighborhoods, continuously bringing forth new joys and discoveries.

What would it be like if vehicles are connected to people and roads, and if everyone can feel even safer in enjoying the act of driving and going places? What if a new service was available where we would be able to go comfortably from door to door, even in rain or in congested traffic? What if we become connected through our vehicles to people on the other side of the world, leading us to think together about a sustainable future for our towns and our lifestyles?

Imagine vehicles that give more to the fun of going out and driving. Imagine vehicles that are connected to our towns, lives, and our loved ones. I wonder what driving would be like for my friends, loved ones, and myself in the world of our future.

(Etsuko Kusuda)



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Programs at the Venue

Showcasing a future connecting ICT and vehicles

Conference

International Symposium

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

Advanced Driver Assistance Systems (ADAS) connect vehicles to its surroundings such as the people, roads, and city functions, thereby making the vehicles even safer and more convenient. Elements of the ADAS are already becoming functions that come standard equipped in vehicles. In order for ADAS to evolve further and become even more widespread, city infrastructures must be developed and technological reliability must also be enhanced. Human factors associated with the drivers are also issues that will need to be discussed. This conference examines this new relationship between people and vehicles from a variety of perspectives, and will look into its various potentials for the future.

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

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

Presenters:

Hiroyuki Watanabe Chairman ITS Japan

Hajime Amano President&CEO ITS Japan

Anthony Levandowski Google Google-X Product Manager

Toshio Yokoyama

HONDA R&D Co.,Ltd. Automobile R&D Center

Senior Chief Engineer Technology Development Division 12

Michael Heimrath

Head of Projects ConnectedDrive at BMW Group Research and Technology

Nobuyuki Ozaki, Ph.D.

Senior Fellow Railway & Automotive Systems Div

Toshiba Corporation Social Infrastructure Systems Company

Akira Hiroe

Dean, Graduate School of Business Administration

Professor Graduate School of Business

Professor, College of Economics

Core exhibit

(1) SMC TOURS

SMC TOURS will be offered at the core exhibit area as a program for visitors to experience what life would be like ten years after the advent of technologies and services that are just about to be offered, as well as those that are currently undergoing demonstration experiments, and what the future of our dreams would be like. In this tour, visitors will enter a mini theater shaped like a vehicle, and go on a journey of discovery to see the diverse possibilities of smart mobility, where they will find the lifestyles and vehicles of tomorrow.

(2) Exhibition

Many examples of the connection of ICT and vehicles will be displayed and introduced at the various exhibitor booths. Please visit these booths and see what they have to offer.

Test Ride

Demonstration of Automated Driving

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

Location: Rooftop Exhibition Area

For inquires, please contact:

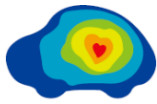
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Details on SMART MOBILITY CITY 2013 will be provided in future newsletters.

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



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List of Programs

Core exhibit

SMC TOURS

At the core exhibit area of the organizer, located at the center of the exhibition area, SMC TOURS will be offered as a program for visitors to experience what life would be like ten years after the advent of technologies and services that are just about to be offered, as well as those that are currently undergoing demonstration experiments, and what the future of our dreams would be like. In this tour, visitors will enter a mini theater shaped like a vehicle, and go on a journey of discovery to see the diverse possibilities of smart mobility, where they will find the lifestyles and vehicles of tomorrow. And on the wall will be a gigantic map displaying the overall picture of smart mobility, providing an in-depth and straightforward presentation on next generation vehicles and the social system surrounding them.

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- I. Connecting for safety
- II. Connecting for convenience
- III. Connecting for fun
- IV. Connecting for reassurances
- V. Connecting for smart lifestyles
- VI. Connecting for freedom

Location: West Hall 4

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

Test Ride

SMC Test Rides: Experience Smart Driving

- (1) Personal mobility experiences
Location: Core Exhibit Area, West Hall 4
Period: November 23 (Sat.) – December 1 (Sun.), 2013
- (2) Micro mobility experiences
Location: Core Exhibit Area and Track Yard, West Hall 4
Period: November 22 (Fri.) – December 1 (Sun.), 2013
- (3) Electric two-wheeler test rides
Location: Track Yard West Hall 4
Period: November 22 (Fri.) – December 1 (Sun.), 2013
- (4) Advanced driver assistance systems
Location: Rooftop Exhibition Area
Period: November 22 (Fri.) – November 26 (Tue.), 2013
- (5) Autonomous vehicle demonstrations
Location: Rooftop Exhibition Area
Period: November 25 (Mon.) – November 26 (Tue.), 2013
- (6) 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

Auto makers, IT companies, and internationally renowned experts will present lectures and sessions regarding development trends for advanced technology such as automated driving, as well as the society of tomorrow and potential for future mobility.

“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.)

Next-Generation Mobility and Our Lives of the Future

(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

1. Nissan Motor Co., Ltd
“Nissan Wakuwaku School”
Location: CONFERENCE TOWER 1F 102
Date : November 23(Sat) 24(Sun)
2. ecomocorp.
ecomocorp Car Design Park “Designing Cars with Clay”
Location: SMART MOBILITY CITY 2013 Kids Area
Date November 23(Sat),24(Sun).30(Sat),December 1(Sun)
3. Panasonic Corp.
‘Let’s make a Hybrid car!’ a workshop held by Panasonic kids school
Location: Panasonic Center Tokyo
SMART MOBILITY CITY 2013
Date: November 23(Sat) 24(Sun)
4. Mabuchi Motor Co., Ltd.
“ Let’s make a wooden car that runs with Mabuchi motor!”
Location: West Exhibition Hall 1F Atrium
Date: November 24(Sun), 30(Sat), December 1(Sun)

