

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

Vehicles and the City System

Now in the 21st century, cities throughout the world are being rapidly transformed. Emerging countries in places like Asia are seeing the rise of megacities, which in turn is causing serious traffic congestions, air pollutions, and an upsurge in energy consumption, making it difficult to balance the needs of city living with sustainable growth. Furthermore, many countries including Japan need to address the issue of a rapidly aging and diminishing population, and a mature society must also be realized.

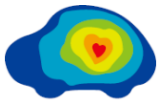
In a sustainable society that looks toward the future, changes are expected to be brought not only to the urban structure, but also to the communities and our ways of living. Smart city systems will make cities more compact with concentrated functions. New living environments will be provided where people of different generations will be able to share the same space and services. These changes will transform our activities and style of transport.

Along with such changes to our cities, the roles and functions of vehicles will also be dramatically changed. A manifestation of this is the micro mobility and standing-type personal mobility vehicles. Micro mobility will obviously help save energy consumption in transportation, but it will also serve as an easy means of getting around the neighborhood for people of all ages, including the elderly as well as those raising a family. This is a new category of vehicle that will enhance the life and mobility for the aging and diminishing population. This vehicle, along with the standing-type personal mobility vehicle, is expected to provide a new means of transportation to answer the needs for new styles of mobility for the future. When micro mobility and personal mobility become a familiar means for people to go out, an enriching community will be created as never before with different people involved in lively communication amongst one another.

The vehicle sharing service is also evolving. It will be connected through the telecommunication network to public transportations such as trains and rental bicycles, so that vehicles will also be offered as a means of transportation within the cities. Communities will be connected seamlessly and services will be offered to answer the needs of each person, thus providing more freedom and convenience in getting around. Vehicles will continue to support our lives in the future by helping to bring about an urban lifestyle that is both enriching and sustainable.

Come and experience how vehicles will be connecting to the cities of our future at the Tokyo Motor Show organizer-themed project SMART MOBILITY CITY 2013 themed to "KURUMA NETWORKING: Vehicles connecting people's lives and society."





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COLUMN

More Easily, More Casually!



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/

I rode a compact electric car for the first time in my life.

Although I say car, there are no windows, only two seats in the front and back, and no rearview mirror. The door is a gull-wing type that doesn't open out but slides up. It reminded me of the car from the movie *Back to the Future*.

It can run at a speed of up to 60 kilometers per hour. It's something between bicycles or mopeds and automobiles. Or so I thought, at first.

From the road I was driving on, I could see Minato Mirai close by. This view of Yokohama, where the new and the old blend in wonderful harmony, seemed to be the perfect match for this unique-looking car.

Yes, this is neither bicycle nor moped, and definitely not a four-wheeled automobile. But it wasn't anything in between, either. It's not just the shape that makes it different. Its purpose, the situations for its use, and the way it is owned are all different. At times, it might also be a car that is used by a different sort of person. My thinking on this car has changed.

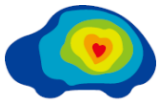
You might call it an amiable partner for when you want something more than a bicycle, but that can be taken out more casually than an automobile.

It might replace the sturdy bicycles that we see loaded with shopping baskets and child seats. Or it might help the elderly to get around. It will shorten the sense of distance around the neighborhood, making it easier and smoother to get around.

The future is already in our reach. And on this day, I believe I got a feel for what awaits us in the future.

(Ririko Amakasu)





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Programs at the Venue Vehicles and the City System

Conference

“Future Life Brought about by Next Generation Mobility”

“Micro Mobility Design Contest Award Ceremony”: Three-dimensional micro mobility designs are submitted by students, and works of excellence will be awarded at this ceremony. Other programs are scheduled to be offered, including critiques on the submitted designs by members of the selection committee (chairperson of the selection committee: Ken Okuyama, as well as talk sessions with the award-winning students.

Location: Conference Rooms 605-608, Conference Tower 6F
Date: 10:30 – 12:00 on November 24 (Sun.)

Afternoon session “Yomiuri Smart Project Symposium 2013”: The symposium will introduce specific examples of the new possibilities of vehicles brought about by next-generational mobility, based on such factors as actual results from demonstration experiments.

Location: Conference Rooms 605-608, Conference Tower 6F
Date: 13:00 – 16:00 on November 24 (Sun.)

Test Rides

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 22 (Fri.) – December 1 (Sun.)

(2) Micro Mobility Experiences

Location: Core Exhibit Area to the Track Yard, West Hall 4
Period: November 22 (Fri.) – December 1 (Sun.)

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) Exhibitor Booth Zone

Various exhibitor booths will display diverse mobility for the next generation, and will also propose the roles that these new mobility will serve in the urban environment.

For inquires, please contact:

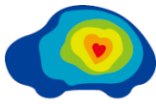
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Details on SMART MOBILITY CITY 2013 will be provided in future newsletters.

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)

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

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.)

“Future societies and future mobilities”
Location: International Conference Room, Conference Tower 7F
Date: 11:00 – 16:30 on November 28 (Thu.)
(Special Cooperation by Toyota Motor Corp.)

“Future Life Brought about by Next Generation Mobility”
(Sponsored by Ministry of Land, Infrastructure, Transport and Tourism / The Yomiuri Shimbun)
Location: Conference Rooms 605-608, Conference Tower 6F
Date: 10:30 – 16:00 on November 24 (Sun.)

Advanced Technology Seminar

Agency for Natural Resources and Energy

“Fuel Cell Seminar in Tokyo”

Location: Conference Rooms #605-606, Conference Tower 6F
Date: November. 28 (Thu)

Kids Workshop

1. Nissan Motor Co., Ltd
“Nissan Wakuwaku School”
Location: CONFERENCE TOWER 1F 102
Date : November 23(Sat) 24(Sun)
2. ecom Corp.
ecom 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.)

