



The 42nd Tokyo Motor Show 2011 to Open in December making a spectacular return to Tokyo after 24 years

A New Motor Show - showcasing technologies to change the world

NEW YORK, April 21, 2011 - Due to the severe earthquake in eastern Japan on March 11, the Tohoku region of Honshu Island has sustained unprecedented damage.

The Japan Automobile Manufacturers Association (Chairman: Toshiyuki Shiga) would like to inform that the Japanese automotive industry is working as hard as possible to help the relief and recovery effort in the aftermath of the earthquake. We also want to express our most sincere gratitude for all the support and encouragement received from so many all over the world.

JAMA is confident that the 42nd Tokyo Motor Show in 2011 will be an opportunity to inform the world that Japanese manufacturing has recovered from the earthquake, and is committed to holding the show as planned in December at Tokyo Big Sight.

A Great Location and an Efficiently Compact Show Schedule

Making a spectacular return to Tokyo after 24 years, this year's Tokyo Motor Show will be held at the Tokyo Big Sight, a convention center in the Ariake – Odaiba Area in Tokyo's waterfront. The Show will cover the entire 82,660 sq. m. facility.

Its show period was shortened by 3 days, still including two weekends, and weekday and Saturday to allow a wider range of visitors to attend.

Show Dates

Press Days: November 30 (Wed) and December 1 (Thu), 2011 9:00am to 6:00pm

Special Guest Day: December 2 (Fri) 9:00am to 6:00pm

Public Show Days: 9 days from December 3 (Sat) to December 11 (Sun)

Opening hours: Weekdays & Saturdays 10:00am to 8:00pm

Sundays 10:00am to 6:00pm

Final day 10:00am to 5:00pm

To be the world's leading technology-driven Motor Show

As a symbol of "Japan, the technology-intensive country," the Tokyo Motor Show aims to be the leading technology-driven motor show through exhibitions of cutting-edge technology for connecting automobiles, cities, and humans.

All the 14 JAMA member manufacturers* and nearly 20 European brands are scheduled to exhibit

JAMA member manufacturers will be unveiling their world premieres and most advanced technologies to the world at the Tokyo Motor Show. And major European brands have come back to the Show.

(*Daihatsu, Subaru, Hino, Honda, Isuzu, Kawasaki, Mazda, Mitsubishi, Mitsubishi Fuso, Nissan, Suzuki, Toyota, UD Trucks, Yamaha: The exhibitor list will be announced on April 26 on the Tokyo Motor Show Official Website, <http://www.tokyo-motorshow.com/en/>)

Challenging Show Theme and Unique Poster Design

This year's show theme is "Mobility can change the world." The theme delivers the strong message that automobiles will become a driving force to lead the future of humanity and society onwards and upwards to a better stage.

The image in the poster shows "the ever-changing automobile" with a tire, headlight and car body arranged in a unique and improbable way. The poster embodies the anticipation for the future generated by cutting-edge technology, and portrays the Motor Show as spectacular and enjoyable for everyone.

Presenting the new themed project: "SMART MOBILITY CITY 2011"

JAMA will present the new themed project "SMART MOBILITY CITY 2011." It will showcase "next-generation automobiles and the social systems with which they interact" to highlight the roles and responsibilities of the automotive industry amidst growing concern over the global environment and resources.

On top of the exhibits of cutting-edge technology by a large number of companies in a broad range of sectors, including energy, environment, housing, urban planning and telecommunications, there will be test rides,

demonstrations on automated driving and telematics, an international symposium on ITS and Smart Community, advanced technology seminars from leading experts in these fields, and kids workshops for fermenting the dreams of the children who will lead the next generation.

World Class Press Services

The Tokyo Motor Show will once again provide its top-class services for the press at the 2011 Show.

[The 42nd Tokyo Motor Show Outline]

Title	The 42 nd Tokyo Motor Show 2011		
Organizer	Japan Automobile Manufacturers Association, Inc. (JAMA)		
Co-sponsors	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)		
Show Dates	Exhibition Period	Friday, December 2 to Sunday, December 11, 2011	10 days
	Press Days	Wednesday, November 30 and Thursday, December 1	2 days
	Special Guest Day	Friday, December 2	1 day
	Public Show Days	Saturday, December 3 to Sunday, December 11	9 days
Show Times	Press Days	9:00 am to 6:00 pm	
	Special Guest Day	9:00 am to 6:00 pm	
	Public Show Days	10:00 am to 8:00 pm (Mon – Sat) 10:00 am to 6:00 pm (Sun) December 11 last day open until 5:00 pm	
Admission	Adults	1,500 Yen (advance tickets 1300 Yen)	
	High school students	500 Yen (advance tickets 400 Yen)	
	Junior high school students and younger	Free	
	Late admission after 3:00 pm (Mon – Sat / purchasable only at site)	Adults: 1,300 Yen High school students: 400 Yen	
Venue	Tokyo Big Sight 3-11-1 Ariake, Koto-ku, Tokyo 135-0063 Japan (http://www.bigsight.jp/english/)		
Special 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 International Organization for Motor Vehicle Manufacturers (OICA) Japan External Trade Organization (JETRO)		
Support (scheduled)	The Flat Glass Manufacturers Association, Society of Automotive Engineers, Petroleum Industry of Japan, Japan Mini Vehicles Association, Japan Trucking Association, Japan Traffic Safety Association, Japan Electronics and Information Technology Industries Association, Battery Association of Japan, Special Steel Association of Japan, Japan Aluminium Association, Japan Rubber Manufacturers Association, Nihon Bus Association, Japan Spring Manufacturers Association, Japan Fine Ceramics Association, Japan Plastics Industry Federation, Japan Bearing Industrial Association, Motorcycle Federation of Japan, Japan Automobile Tyre Manufacturers Association, Automobile Business Association of Japan, Japan Automobile Education Foundation, Japan Automobile Research Institute, Japan Automobile Service Promotion Association, Japan Automobile Dealers Association, Japan Automobile Federation, General Insurance Association of Japan, Japan Iron and Steel Federation, Japan Electrical Manufacturers Association, Japan Electric Lamp Manufacturers Association, Japan Paint Manufacturers Association, Japan Land Engine Manufacturers Association		

For download of Press kit: <http://www.tokyo-motorshow.com/pr2011newyork.pdf>

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