

SHOWROOM

JOURNAL

Honda goes 'green' for the 41st Tokyo Motor Show

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Philstar.com

MANILA - The still ongoing 41st Tokyo Motor Show (it ends on November 4) organized by the Japan Automobile Manufacturers Association and held bi-annually at the sprawling Makuhari Messe convention center in Chiba prefecture just outside Tokyo might be substantially smaller this year (owing to the non-attendance of American and European car manufacturers due to budget cuts brought about by the ongoing economic crisis), but the degree of sophistication and technological advancements nonetheless left nothing to be desired.

Honda Motor Co., Ltd., the second largest car company in Japan, has a commensurately smaller display this year compared to previous years - which also applies to every other Tokyo Motor Show exhibitor this year.

For the first time in recent decades, the legendary car and bike manufacturer combines all its products in one corporate display: production and concept cars, production and concept motorcycles, and even power products as well as a few whimsical creations inspired by the company that is currently pushing the envelope in humanoid robot design.

Covering the largest floor area of any single brand at the show, the Honda booth combines automobiles, motorcycles, power products and other highlights to present the world of mobility according to Honda. Driven by dreams and passion and with the exhibit concept of "Creating the never before" Honda strives to propose technologically advanced products that please and amaze its customers.

Honda's automobile exhibit presents a variety of environmentally responsible approaches to mobility, including hybrid vehicles, a fuel cell electric vehicle and a battery electric vehicle. The display also highlights models with innovative packaging and enhanced driving performance that communicate the driving enjoyment that Hondas have been renowned for.

The automobile display focuses on hybrid vehicles, which Honda believes offer one of the most practical means of addressing environmental concerns at the present time. Joining the Insight, which has been very well received since its release in

Japan in February 2009, are the CR-Z Concept 2009, a hybrid making its world premiere, and the Skydeck, an innovative six-passenger, multi-purpose hybrid vehicle.

Other automobiles on display are the all-new STEP WGN and STEP WGN SPADA (both scheduled for introduction in Japan this month), both of which feature innovative packaging; and the all-new Civic Type R Euro (scheduled for introduction in Japan next month), which captures the joy of driving as discovered and refined on European roads.

With the motorcycle display, Honda proposes products which are filled with creativity and dreams and create new value to further broaden the potential and appeal of motorcycles. The motorcycles on display range from large-displacement sports bikes that offer new riding pleasure to compact commuter models powered by electricity.

Making its world premiere, the CB1100 explores the potential of the air-cooled, 4-cylinder engine while building upon the aesthetic appeal and riding taste of the generations of CBs. The VFR1200F sport touring bike, which makes its Japan debut, emphasizes advanced technology and styling while offering an enjoyable riding experience. A VFR1200F equipped with the world's first Dual Clutch Transmission for large-displacement sport bikes will also be on display.

Advanced two-wheeled models that address environmental concerns include the PCX, an idle stop function-equipped global scooter that delivers outstanding fuel economy, and the EVEneo, which achieves clean and tough performance that only an electric-powered scooter can provide.

Last but not least, a special display zone named "HELLO!" (Honda Electric mobility Loop) features a comprehensive display of electricity-based products, including products that supply electricity, vehicles that run on electricity and products with innovative electronic technologies.

The HELLO! Zone showcases solar panels that supply electricity with battery electric vehicles that emit zero CO2 in use. With this display, Honda envisions the

low-carbon society of the near future. In addition, each HELLO! vehicle features interactive communication technologies that showcase the fun ways in which mobility devices can interact with people and society.

On display in HELLO! Zone are the FCX CLARITY, a fuel cell electric vehicle that runs on the electricity it produces onboard from hydrogen; the EV-N battery electric vehicle; the EV-Cub electric motorcycle; the EV-MONPAL electric personal mobility device; the new U3-X, a one-wheel personal mobility device that uses balance control technology developed through the ASIMO bipedal humanoid robot; and LOOP, a portable communication tool that allows people and mobility devices to communicate with each other.

Also on display are butane gas canister-powered power products (i.e. portable electric generators), as well as a new personal mobility device which was developed based on the concept of "harmony with people." ■



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LIBERATION. In this photo released by the Xinhua news agency, a new model Jiefang ('Liberation') truck is displayed at the First Automobile Works (FAW) Group Corp. during a ceremony marking China's annual production figure reached 10 million in Changchun, northeast China's Jilin province, on Tuesday Oct. 20. China's annual auto production surpassed 10 million for the first time on Tuesday, as a new 'Liberation' model truck rolled off the assembly line at state-owned First Automobile Works, state media reported. AP Photo by Xinhua, Jiang Lin

Electric bikes trace route of car executives to DC

WASHINGTON - An Oregon company that makes electric motorcycles thinks it has a home-grown solution to the nation's energy woes. To prove it, the company has sent two riders from Detroit to Washington, recreating the trip of auto company CEOs looking for government help.

Brammo Inc., of Ashland, Ore., makes the all-electric Enertia, which sells for \$12,000. The company's chief engineer and an advertising executive rode nearly 600 miles from Detroit in 45-mile increments - the distance the bike can travel on one charge. But the trip took 10 days, in part because the riders stopped frequently to charge up and meet with the public and news media.

The men are the Obama administration to explain electric motorcycles' benefits for commuters. (AP)

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