



**Address  
at the Opening of  
the 2005 Tokyo Motor Show  
on October 21, 2005**

**Prof. Bernd Gottschalk  
President of the International Organization of Motor Vehicle Manufacturers  
(OICA)**

Your Excellency Hachiro Okonogi, Senior Vice-Minister of Economy, Trade and Industry,

Your Excellency Kazuo Kitagawa, Minister of Land, Infrastructure and Transport,

Your Excellency Akiko Domoto, Governor of Chiba,

Ladies and gentlemen,

On behalf of the International Organization of Motor Vehicle Manufacturers and its 41 member associations from around the world, I would like to welcome you to the opening ceremony of the 39th Tokyo Motor Show.

The Tokyo Motor Show is one of the most important global exhibitions for the automotive industry, and it is also our major showcase event in Asia. This year's show marks the start of a new half-century in the Tokyo Motor Show's history. The large number of exhibitors and visitors here clearly shows that the event has become a true success story, and I would like to congratulate all of you on this anniversary.

At the same time, the Tokyo Motor Show is a symbol of the global success of the Japanese automotive industry. It offers confirmation of Japan's global significance as an industrial location, its innovative strength, and its will to help shape the future.

I am also particularly honoured to speak to you today because this year's Tokyo Motor Show is serving as an indicator of increasingly dynamic developments on the market and renewed growth in the automotive sector.

The global automotive industry is a key sector of the economy for every major country in the world and remains a growth industry.

Our industry directly employs about nine million men and women around the world; it also accounts for more industrial investment than any other single industry. No other product contains as much know-how and creativity as does the automobile. Our industry is among the most popular employers and attracts the best people – all over the world.

Ladies and gentlemen,

The automotive industries have learned that global success requires a global presence. Whether in China or the new member states of the European Union – we are currently experiencing the establishment of a worldwide network within the process of globalization.

We have to be present in those markets that display the most dynamic development. As a result, we are able to achieve growth and safeguard jobs in our home markets as well.

Japan – like Europe – is an extremely demanding market. Those who can succeed here are ready to tackle the global market.

High innovative capacity, strong brands and – of course – cost-efficiency are becoming increasingly important success factors. At the same time, production facilities in home markets are under competitive pressure. We must be able to meet both challenges at the same time:

To ensure competitiveness, while simultaneously mobilizing all the technological potential throughout the entire supply chain.

In the future, we will see more cooperations between companies in specific markets as well as in individual technologies. Manufacturers and suppliers work closer together – as is already being pursued in the field of hybrids.

Our own standard for determining how well our products – and our industry – are prepared to meet future demands is our ability to cope with sustainability.

Oil prices are high. Fuel efficiency is becoming increasingly important. We in the automotive industry have set ambitious goals for ourselves.

In our effort to meet these challenges, we will exhaust all of the available technological options, including further optimizing gasoline engines, modern clean diesel including particulate filters, hybrids, fuel cells, hydrogen cars or increasing the share of renewable fuels. The same applies to the challenge of enhancing vehicle safety, occupant protection and the safety of pedestrians.

A global exchange of knowledge and expertise, closer collaboration within the supply chain, and a higher level of standardization and harmonization will all help us to exploit the available potential in these areas as well.

Ladies and gentlemen,

The efforts to ensure sustainable mobility, the road towards a gradual lessening of our dependence on fossil fuels, the development of technological solutions tailored to the whole range, from small cars to premium vehicles – all of these are ambitious undertakings aimed at securing our future in a world that has becoming increasingly networked.

The Tokyo Motor Show is an excellent marketplace for moving ahead with these processes. I'd like to congratulate you on a perfectly organized 39<sup>th</sup> Tokyo Motor Show and express my deepest respect for the great efforts you all have made in this regard. I wish you and, of course, all the visitors to the event an exciting and fascinating time at the Tokyo Motor Show.

Thank you for your attention.