

# The 7 Steps - October



## 1. CONTEXT

Mindmap anything you know about the topic, including vocabulary. Do some research online to help.

# Tokyo Auto Show

## 2. QUESTIONS

Read the listening questions to check your understanding. Look up any new vocabulary.

### Listening Questions 1

1. What was the original name of the Motor Show? When was it first held?  
\_\_\_\_\_.
2. What are 3 venues the auto show has been held at, and what is the current venue?  
\_\_\_\_\_.
3. What type of vehicles did the auto show mainly feature when it started? How did that change over time?  
\_\_\_\_\_.
4. When did the Tokyo Auto Show first welcome international automakers?  
\_\_\_\_\_.
5. How many premier auto shows are there in the world? In what cities?  
\_\_\_\_\_.

## 3. LISTEN

Listen and answer the questions using full sentences. Circle the number of times and % you understood.

### Listening Questions 2

1. What were two technologies featured at the 2017 show?  
\_\_\_\_\_.
2. What are some examples of AI technology being displayed at the show?  
\_\_\_\_\_.
3. What pressures have promoted the expansion of alternative fuel sources?  
\_\_\_\_\_.
4. What were 4 examples of eco-friendly vehicles at the show?  
\_\_\_\_\_.
5. When will the next generation hydrogen fuel cells be ready for the market?  
\_\_\_\_\_.

| Listening 1 |   |   |   |   |
|-------------|---|---|---|---|
| 1           | 2 | 3 | 4 | 5 |
|             |   |   |   |   |
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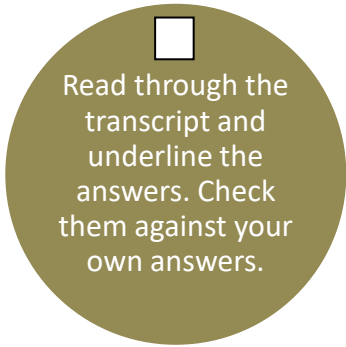
| Listening 2 |   |   |   |   |
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### Discussion Questions

1. Why is it important for Japanese automakers and Japan to have a showcase event like the Tokyo Auto Show?
2. What do you think will be the dominant trends for the auto industry moving forward?

## TRANSCRIPT 1

### 4. CHECK ANSWERS

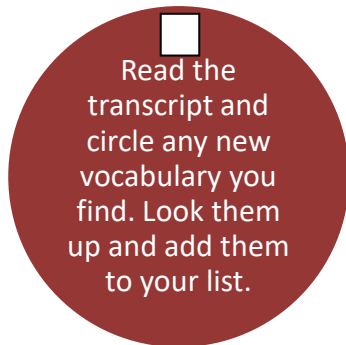


One of the most significant industries in Japan is the automotive industry. With premier companies such as Subaru, Honda, Nissan, and the world's largest in Toyota, the Japanese automotive industry has a significant impact on both the Japanese and global economy. It comes as no surprise that such a significant industry has an equally impressive trade show to match, the Tokyo Motor Show. Beginning in 1950 in Hibiya Park under the **moniker** All Japan Motor Show, the Tokyo Motor Show is now a biennial event that ranks as one of the top five auto shows in the world alongside Detroit, Geneva, Frankfurt and Paris.

Over its long history, the Tokyo Motor Show has been held in many venues. From Hibiya Park, it moved to Korakuen Bicycle Racing Track in 1958 due to the construction of a subway line and underground parking area near Hibiya Park. The show then moved to Harumi Showplace in 1959 before moving to Makuhari Messe in 1989. The show now takes place at Tokyo Big Sight in Odaiba. Originally the show primarily featured commercial vehicles due to a **scarcity** of domestic passenger vehicles, but as the Japanese auto industry boomed more passenger vehicles and motorcycles were featured. It became international in 1970 with the inclusion of foreign automobiles for the first time.

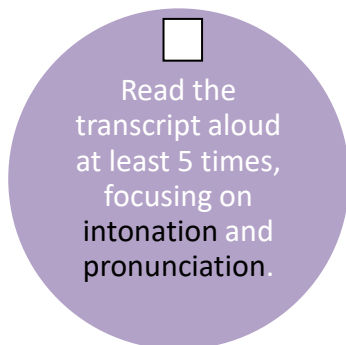
In modern times, the auto show is frequently organized around a particular theme which gives overall **coherence** to the event. The theme for the 2017 show was 'Beyond the Motor.'

### 5. CHECK VOCABULARY



| Coherence  | Moniker | Viable | Scarcity | Joint |
|--|---------|--------|----------|-------|
| <b>Fill-in the blanks with the appropriate word above:</b>                               |         |        |          |       |
| 1. There was a _____ of bread and water in the supermarket after the earthquake.         |         |        |          |       |
| 2. The _____ of her presentation was due to her extensive practice beforehand.           |         |        |          |       |
| 3. The two cities are looking to prepare a _____ bid for the next Olympics.              |         |        |          |       |
| 4. Yuki Saito was given the _____ 'Hankachi Oji' during the Koshien baseball tournament. |         |        |          |       |
| 5. The company is considering how _____ it is to acquire their smaller competitor.       |         |        |          |       |

### 6. READ ALOUD



|   |   |   |   |   |
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| 1 | 2 | 3 | 4 | 5 |
| 1 | 2 | 3 | 4 | 5 |

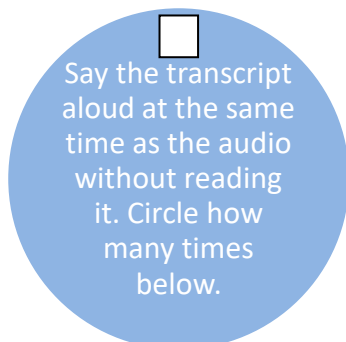
## TRANSCRIPT 2

The 2017 Tokyo Auto Show was held from October 27<sup>th</sup> to November 5<sup>th</sup>. One of the major focuses of the show was on the evolution of automobiles and how this may positively impact and change society moving forward. The first pillar of this theme was AI technology. The most impressive display may have been a motorcycle, the Yamaha Motoroid Concept. This concept utilizes technology such as facial recognition ignition, special recognition, and the ability to move forward without a rider, perfect for tight parking spaces. Its electric battery also connected with the other major focus of the show, alternative fuel sources.

In response to the **joint** pressure of consumer demand and government regulations, a large number of new concepts from Japanese auto manufactures featured eco-friendly designs such as smaller scale cars, trucks and SUVs, fully electric cars and hybrid models. Toyota in particular showcased models that demonstrated its willingness to go head to head with major competitors such as Volkswagen from 2020 onward. Additionally, some models featured next generation hydrogen fuel cells which should become commercially **viable** by 2020.

Overall, the auto trends displayed at the 2017 Tokyo Auto show highlighted the role new fuel sources and AI will play in future automotive developments.

### 7. SHADOWING



|   |   |   |   |   |
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| 1 | 2 | 3 | 4 | 5 |