

“Eco Car World 2010” (Low Emission Vehicle Fair): Upcoming Event Announcement

May 18, 2010

On June 5th and 6th this year, the Ministry of the Environment will be holding the “Eco Car World 2010” in the Yokohama Red Brick Warehouse Outdoor Area, City of Yokohama. The Eco Car World will enhance the public understanding and acceptance of low emission vehicles and their favorable environmental effects in reducing the emissions of air pollutants such as nitrogen oxides (NOx) and particulate matter (PM) especially in metropolitan areas and mitigating global warming. The event is based on the idea of futuristic society where next-generation vehicles are widely in use and will have exhibitions, test drives, an Eco Car contest, symposium of such vehicles and other activities, providing the hands-on experience to the visitors.

Dates:

Saturday, June 5, 2010 12:00 – 17:00 (Opening ceremony at 12:00)
Sunday, June 6, 2010 10:00 – 16:00

Venue:

Yokohama Red Brick Warehouse Outdoor Area, centered in the Minato Mirai district,
Yokohama (No entrance fee required.)

Organizers:

The Ministry of the Environment
The Environmental Restoration and Conservation Agency (ERCA)
The City of Yokohama

Outlines of the Event:

1. Opening ceremony and preview
2. Exhibitions of low emission vehicles (electric, fuel cell, hybrid, LP gas, natural gas, fuel efficient and low emission vehicles), demonstrations and test drives
3. Symposium on future transport systems (Sunday, June 6 at 14:30-15:15)
4. Eco Car contest with contestants from colleges, high schools and others producing their own eco-friendly vehicles
5. Demonstration of eco-drive simulator to assess eco-driving techniques, test drive of vehicle with eco-driving support system installed, and eco-drive/road safety lessons
6. Promotion events including quiz rally, Eco Car World newspaper and eco-handicraft class