



MEDIA RELEASE

October 1, 2015
Tokyo Auto Salon Association

TOKYO AUTO SALON 2016

**To be held at MAKUHARI MESSE for three days on
January 15 (Fri), 16 (Sat) and 17 (Sun), 2016**

Tokyo Auto Salon Association (in operation in the office with-in SAN's Inc., Shinjuku-ku, Tokyo) will host the "TOKYO AUTO SALON 2016", one of the largest annual custom car and car-related product show, over the three-day period from Friday, January 15 to Sunday, January 17, 2016. The show takes place at the MAKUHARI MESSE occupying the entire Convention Complex (International Exhibition Halls 1-11, International Conference Hall, Makuhari Event Hall and Outdoor Arena).

TOKYO AUTO SALON traces its history back to the "Tokyo Exciting Car Show", an event first held in 1983 with the goal of "establishing a custom car culture". The event changed its name to "TOKYO AUTO SALON" in 1987, and 2016 marks the show's 34th anniversary. The number of visitors has increased steadily for six years running since 2009. The show hit a record high in 2015: it broke the 300,000 mark for the first time in history, and eventually had 309,649 visitors. Again this time, we are doing our best to prepare for the event to offer more satisfying contents to continue attracting more than 300,000 visitors.

To provide better serve our visitors, TOKYO AUTO SALON 2016 will extend opening hours until 8:00 pm on Friday and Saturday (usually 6:00 pm) for those who wish to come to the show after school or work (as usual, it closes at 5:00 pm on Sunday).

It is a pleasure to announce that Japan Automobile Manufacturers Association, Inc. (JAMA) and Japan Automobile Federation (JAF) have been newly engaged in the support of TOKYO AUTO SALON. We now join hands with these authoritative organizations, both of whom are committed to promote a prosperous automobile industry as well as to achieve an enriched motorized society, to undertake various approaches towards our mutual evolution.

We are delighted to unveil TOKYO AUTO SALON's new logo with powerful message. The brand-new logo is an icon of the show to represent "Uniqueness and Freedom" of the car culture as well as to evoke a sense of expectancy that the show is to deliver "Full of Enjoyment".



TOKYO AUTO SALON 2016

【About the Show】

●Official Name: **TOKYO AUTO SALON 2016**
(<http://www.tokyoautosalon.jp>)

●Show Dates: Friday, January 15 09:00 am – 08:00 pm (Trade and Media invitee day)
03:00 pm – 08:00 pm (Premier ticket holders only)
Saturday, January 16 09:00 am – 08:00 pm (Open to public)
Sunday, January 17 09:00 am – 05:00 pm (Open to public)

●Venue: MAKUHARI MESSE International Convention Complex
Int'l Exhibition Halls 1-11, Int'l Conference Hall, Makuhari Event Hall and Outdoor Arena
(Makuhari Messe, Inc. / 2-1 Nakase, Mihama-Ku, Chiba-City, Chiba Prefecture)
<http://www.m-messe.co.jp/>

●Admission:

Dates	Event Hours	Advance Purchase (Flat fee for all ages)	At the Door
Friday, Jan 15	03:00 pm – 08:00 pm	¥2,600	¥3,200 (Flat fee for all ages)
Saturday, Jan 16	09:00 am – 08:00 pm	¥1,800	¥2,200 (Adult 19 and over)
Sunday, Jan 17	09:00 am – 05:00 pm		¥1,700 (Junior 13 to 18)

* Admission is free for children 12 and under. (Must be accompanied by an adult)

* Tickets are available at Tokyo Auto Salon Online Ticket Service, Lawson, 7-Eleven, Family Mart, Circle K Sankus, MINISTOP, Ticket PIA, e+ (e plus) and tixee.



TOKYO AUTO SALON
2016

- Promoter: Tokyo Auto Salon Association (TASA)
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Shinjuku Eastside Square 7/F, 6-27-30 Shinjuku, Shinjuku-ku, Tokyo
160-8463 JAPAN
Office with-in San's Inc.
- Co-Promoters: Chiba Prefecture*, Chiba-City*,
(In no particular order) NAPAC (Nippon Auto Parts Aftermarket Committee),
Japan Automobile Manufactures Association, Inc. (JAMA),
Japan Automobile Federation (JAF) * provisional
- Supporting Organizations: GRAN TURISMO
avex Group
Tomy Company, Ltd.
PUMA Japan K.K.
CASIO EDIFICE
- Special Thanks to: Makuhari Messe, San-ei Shobo Publishing Co., Ltd.
- In Cooperation with: ASEA Division, JAWA Division, JASMA
- Show Outline: TOKYO AUTO SALON has a wide variety of dedicated exhibitors to:
- showcase and demonstrate their latest technological solutions and products for cars to be tuned-up and dressed-up
 - showcase and sell cars with dress-up parts and accessories
 - showcase and sell cars highlighting innovative tuning technologies
 - showcase and sell auto-related video games, aftermarket parts, motorsport merchandise and other diverse auto-related products
 - showcase and sell complete tuned-up cars and commercial vehicles



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Media Data download Page

To access the MEDIA page for viewing/downloading previous Media Releases, photographs as well as the new logo, please click on the link below and log in with the following ID and password:

URL : <http://www.tokyoautosalon.jp/2016/index-media.php>

ID : autosalon

Password : tas2016

Contact us for more information:

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