



**TOKYO AUTO SALON**  
**2016**

**MEDIA RELEASE**

January 6, 2016  
Tokyo Auto Salon Association

**TOKYO AUTO SALON 2016**

**The Largest-ever TAS Takes Place over a Three-Day Period Starting  
on Friday, January 15  
with 447 Exhibitors, 4,265 Booth Units and 880 Vehicles on Display**

– Show Hours will be Extended by Two Hours on Fri and Sat –

Tokyo Auto Salon Association (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 at the MAKUHARI MESSE (2-1 Nakase, Mihama-ku, Chiba-City) occupying the entire Convention Complex.

TOKYO AUTO SALON 2016, marking its 34th anniversary, takes place on the largest-ever scale having 447 exhibitors (414 in TAS 2015), 880 vehicles on display (879 in 2015) and 4,265 booth units (4,163 in 2015).

The show has kept breaking its record of visitor attendance for four years running since 2012, and it broke the 300,000 mark for the first time in history ended up with 309,649 visitors over the 3-day period. Again this time, we are doing our best to offer more satisfying contents to continue attracting more than 300,000 visitors.

\* One booth unit is 3 x 3 meters

\* The number of vehicles on display is those have been registered with Tokyo Auto Salon Association

Number of exhibitors	447 (107.9% from a year earlier)
Number of vehicles on display	880 (100.1% from a year earlier)
Number of booth units	4,265 (102.4% from a year earlier)

To pull in wider range of visitors, TOKYO AUTO SALON 2016 will extend opening hours until 8:00pm on Friday and Saturday. On top of that, the show embraces “AUTO SALON SPECIAL LIVE”, “Questionnaire Survey to Win a Car”, “D1 Demo Run”, “TOKYO AUTO SALON Promotional Girls A-class STAGE” and a lot more fun events at each booth.

Media registration is open until Tuesday, January 12 at noon (JST). Please apply online at [www.tokyoautosalon.jp/2016/en/media/](http://www.tokyoautosalon.jp/2016/en/media/).





# **TOKYO AUTO SALON**

## **2016**

- Promoters: Tokyo Auto Salon Association (TASA)  
Tokyo Auto Salon Committee
  
- Co-Promoters: Chiba Prefecture, Chiba-City,  
(In no particular order) NAPAC (Nippon Auto Parts Aftermarket Committee),  
Japan Automobile Manufacturers Association, Inc. (JAMA),  
Japan Automobile Federation (JAF)
  
- 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
  
- TOKYO AUTO SALON 2016 Exhibitor Lineup includes:
  - Japanese Automakers (in no particular order)
    - Toyota Motor Corporation
    - Honda Motor Co., Ltd.
    - Nissan Motor Co., Ltd.
    - Daihatsu Motor Co., Ltd.
    - Fuji Heavy Industries Ltd.
    - Mazda Motor Corporation
    - Suzuki Motor Corporation
    - Mitsubishi Motor Corporation
    - Hino Motors, Ltd.
  
  - Foreign Automobile Importers (in no particular order)
    - Mercedes-Benz Japan
    - Volkswagen Group Japan
    - BMW Japan Corp.
    - Audi Japan KK
    - RENAULT JAPON
    - LCI Limited



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- After-market Parts Manufacturers
  - Custom Shops
  - Auto-related Businesses, Auto-related Parts Manufacturers, Automotive Vocational Schools and more
- 423 Exhibitors in Total (\*as of October 30, 2015)

●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

●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

●TOKYO AUTO SALON ASSOCIATION

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**【TOKYO AUTO SALON Official Guide App】**

TOKYO AUTO SALON Official Guide App is available. It delivers a quick tour of the show with floor map, time schedule and more. TAS Official Guide App is an easy access for you to get the information you need on your iPhone, iPad or Android device.

- Available on App Store/Google Play Store starting on Thu, Jan 7 \* Search by “TOKYO AUTO SALON”
- Download free

**\* System Requirements**

- iOS platform: iPhone or iPad with iOS6 and later
- Android platform: smartphone or tablet with Android 4.1 and later  
(Compatibility not guaranteed for all devices.)
- Japanese text only

**Contact us for media enquiries:**

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