

# TOKYO AUTO SALON 2016 EVENT REPORT



## Greetings

Thank you for your interest in and patronage towards TOKYO AUTO SALON.

We are delighted to announce that the 34th TOKYO AUTO SALON closed its three-day run with the biggest-ever success. The 2016 show took place in the entire Convention Complex of MAKUHARI MESSE occupying International Exhibition Halls 1 - 11, Event Hall, International Conference Hall and Outdoor Arena. We had 325,501 visitors overall which was the record-high attendance. TOKYO AUTO SALON 2016 owes this huge success to all of you concerned.

The first day of the show, Friday January 15, is the Trade and Media Day of which the first six hours are reserved as "Silent Time" for professional visitors to do their job smoothly in virtually a noiseless environment. This will enable us to offer more business opportunities as well as get more media coverage. Silent Time is also where most of the exhibitors have a press conference.

We hereby provide a report on the 2016 show along with the results of visitor survey questionnaire conducted onsite/online during the course of the show. We would be happy if it could be served as a useful purpose to your future participation opportunity.

TOKYO AUTO SALON, as the spearhead in the Japanese custom car culture, works tirelessly to be the best auto show in the world. We are always striving to improve the show to cater for exhibitors and visitors alike. Thank you in advance for your support and encouragement to ensure the continued success of TOKYO AUTO SALON.

We would love to see you at TOKYO AUTO SALON 2017 scheduled between January 13 and 15, 2017.

TOKYO AUTO SALON ASSOCIATION

## About the Show

- **Official Name** : TOKYO AUTO SALON 2016
- **Dates** : Friday 15th, Saturday 16th and Sunday 17th January, 2016
- **Venue** : MAKUHARI MESSE International Convention Complex  
(Halls 1-11, International Conference Hall, Event Hall and Outdoor Arena)  
2-1 Nakase, Mihama-ku, Chiba-city, Chiba
- **Show Hours** :
  - Fri, 15 Jan 9:00am – 8:00pm (Trade, media and invitee only)  
9:00am – 3:00pm (Silent time)  
3:00pm – 8:00pm (Premium ticket holders only)
  - Sat, 16 Jan 9:00am – 8:00pm (Open to public)
  - Sun, 17 Jan 9:00am – 5:00pm (Open to public)
- **Admission** :
  - Premium ticket (privilege to enter Friday between 3:00pm and 8:00pm) \* Flat fee for all ages  
Advance purchase: 2,600 yen / At the door: 3,200 yen
  - General (good for one day either Saturday or Sunday)  
Advance purchase: 1,800 yen (flat fee for all ages) / At the door: 2,200 yen (adult), 1,700 yen (junior 13 to 18)  
\* Children 12 and under are free (must be accompanied by an adult).
- **Promoters** : Tokyo Auto Salon Association (TASA) and Tokyo Auto Salon Committee
- **Co-Promoters** : Chiba Prefecture, Chiba City, Nippon Auto Parts Aftermarket Committee (NAPAC), Japan Automobile Manufacturers Association, Inc. (JAMA) and Japan Automobile Federation (JAF)
- **Supporting Organizations** : GRAN TURISMO, avex Group, Tomy Company, Ltd., PUMA Japan K.K. and CASIO EDIFICE
- **Special Thanks** : MAKUHARI MESSE and San-ei Shobo Publishing Co., Ltd.
- **In Cooperation with** : ASEA Division, JAWA Division and JASMA



## VISITOR FIGURES

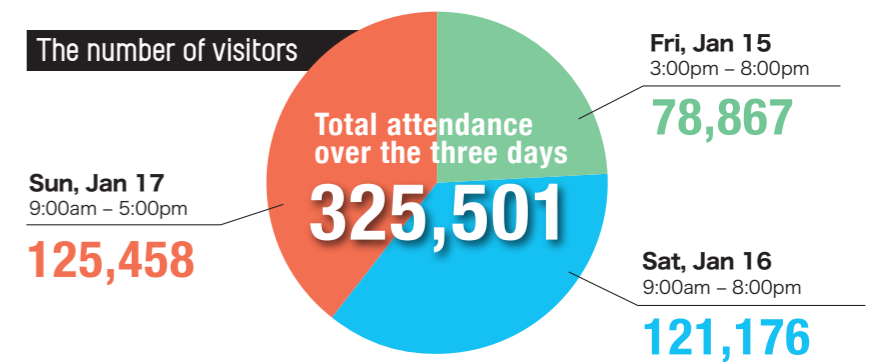
# Over 320,000

**Record-breaking attendance has made TAS's presence ever more vital to the future of the custom car culture.**

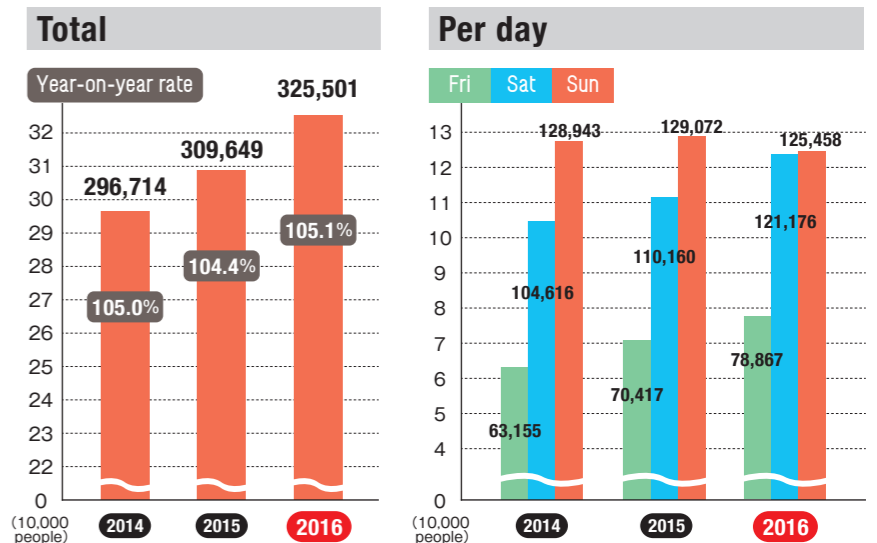
Having grown steadily to the world's largest custom car extravaganza, TOKYO AUTO SALON in its 2016 show set an attendance record of 325,501, breaking the 2015 mark. A major factor in achieving 105.1% year-on-year increase is that the show extended its opening hours until 8pm on Friday and Saturday.

This two-hour extension was our fresh attempt to focus on a boost in visitors intended primarily for those wishing to come to the show after work and/or on relaxing Saturday evening. On top of this, we extended Friday "Silent Time" by two hours as well to provide better serve attendees for business purposes. Silent Time is dedicated hours for trade visitors to look to meet exhibitors and for media to cover the show in a more comfortable environment.

Another new effort made in driving up attendance was publicity. To target at new visitor segments such as families and women who are assumed to have little connection to the custom car culture, we had a PR event at the neighbouring mega mall – Aeon Mall. The event embraced various fun programmes including custom cars on display and live stage performances. TOKYO AUTO SALON, in an era of continuing high growth, keeps offering great value to both exhibitors and visitors alike while retaining a commitment to the custom car culture's sustainable prosperity.



## Trend in attendance over the past three years



# 447 Exhibitors and 880 Vehicles

**Automakers, custom brands, after-market parts manufacturers... Everything about custom car is here.**

TOKYO AUTO SALON 2016 took place on a gigantic space covering the entire Convention Complex of MAKUHARI MESSE with 447 exhibitors and 880 vehicles on display. The 2016 show turned out to be obviously the largest ever held.

Featuring every level of automobile industry, including nine domestic leading automakers, six foreign car importers, aftermarket parts manufacturers, custom car shops and car-related accessory shops, TOKYO AUTO SALON truly brings together the world of custom car in one place.

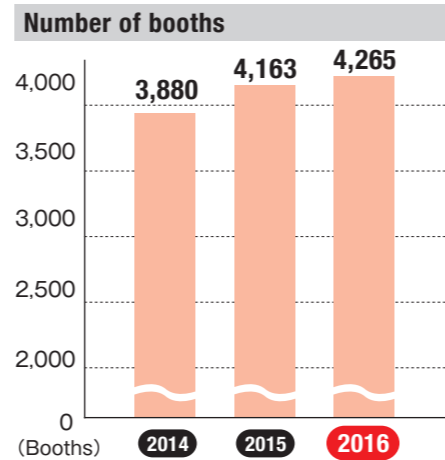
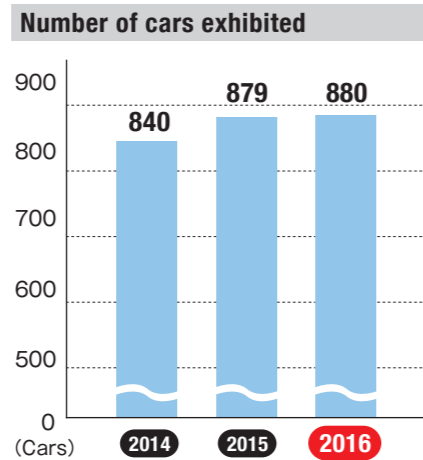
In the 2016 show, we enjoyed a healthy increase of 33 exhibitors and 102 booth units over the previous year. The upward trend shows that TOKYO AUTO SALON sure is a highly successful event worth participating in.

Another positive aspect is that each year swells the ranks of overseas exhibitors, many of whom are from neighbouring Asian countries. It helps you to be more aware that the Japanese custom car market now has global significance and a positive impact on the Asian region.



Figures on exhibitors	
<b>Number of exhibitors</b>	<b>447</b> Year-on-year rate: 107.9%
<b>Number of vehicles exhibited</b>	<b>880</b> Year-on-year rate: 100.1%
<b>Number of booths</b>	<b>4,265</b> Year-on-year rate: 102.4%
General booths	<b>3,588</b>
Vehicle display booths	<b>206</b>

## Trend in the number of exhibitors over the past three years



### Live Performances

Based in the Event Hall having 3,098 sqm arena with 4,860 seats, TOKYO AUTO SALON offered powerful live performances played by a brilliant lineup of 19 artists.



### Outdoor Arena

Outdoor Arena featured a purpose-built racing track to give the adrenaline pumping demonstration run sessions performed by D1GP cars and rally car, and test-drive-and-review of the world's great cars.

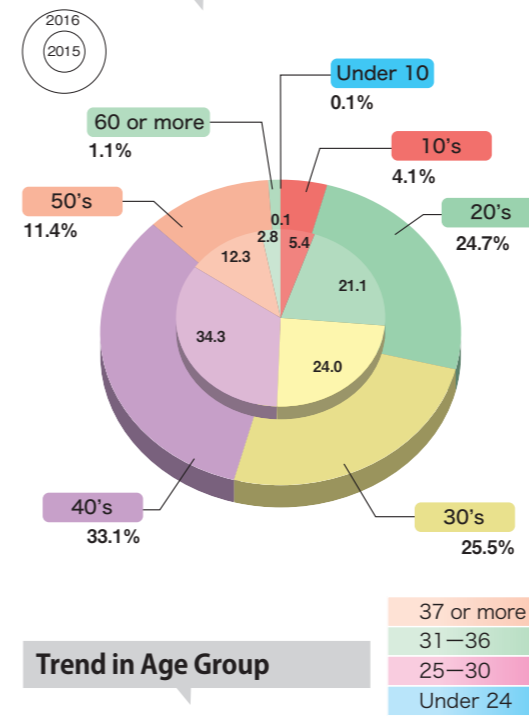


### More Fun Events

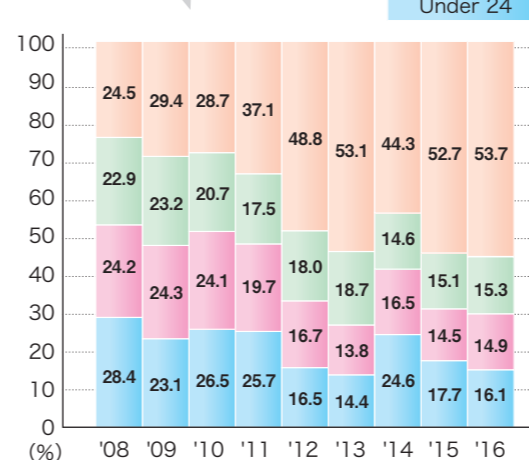
TAS 2016 had more fun events on Event Stage such as GRAN TURISMO competition and a variety of awards ceremonies including Tokyo International Custom Car Contest.

## VISITOR PROFILE

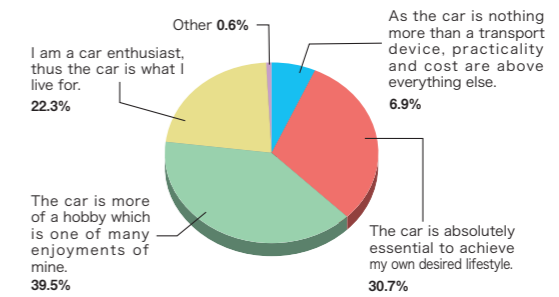
### Age Group



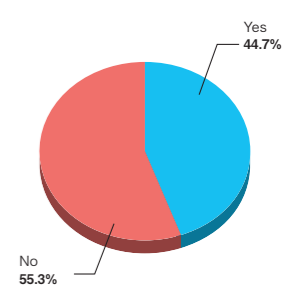
### Trend in Age Group



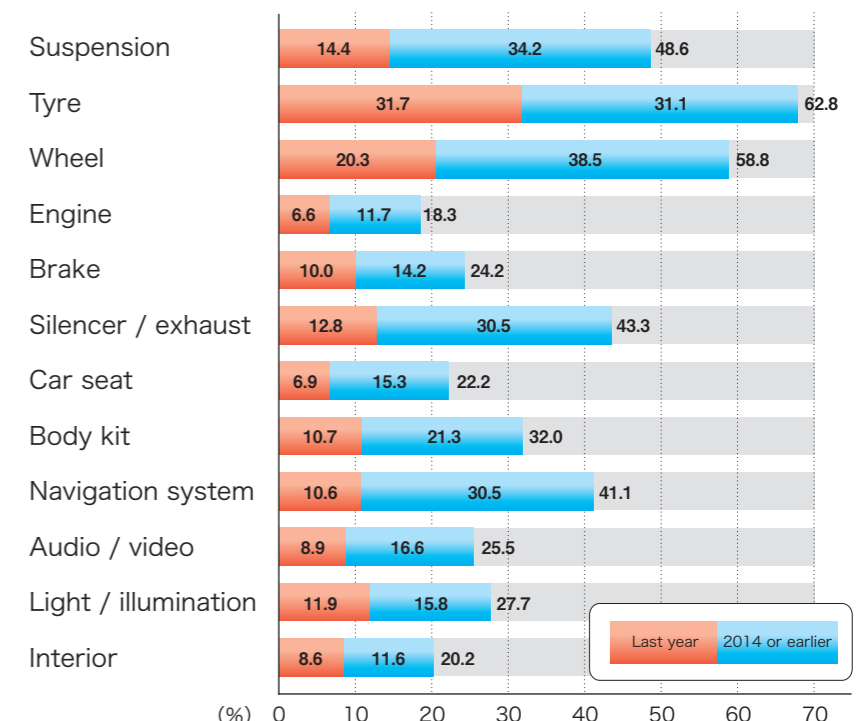
### Which is most similar to your attitude about car?



### Have you had your car customized?



### What customization have you made to your car? When did you make it?



# TOKYO INTERNATIONAL CUSTOM CAR CONTEST 2016

Three winners each are voted in eight categories, of which the top winner will be chosen as the category's best. TAS then engages fans in the post-show online vote, and the top vote-getter will win the Grand Prix.

### Eligibility for Participation

Any vehicle exhibited on TAS 2016 except purpose-built racing cars/past contest entrants is eligible for an entry into the contest to compete on excellence in car-tuning achievements that satisfies requirements of the respective categories.

### How the Winners Get Chosen

Winners in each category are determined by the visitor vote (as part of the questionnaire survey conducted during the show on Friday and Saturday).

### How the Custom Car Grand Prix Get Chosen

TAS makes the eight top winners' photos accessible on our official website, and calls for online fan voting to choose one for the best - Custom Car Grand Prix of the year.

### Contest Categories

The contest has eight awards categorized according to how the car has been tuned/customized to the task it was intended to perform rather than the type of base vehicle.



## Award Winners in Each Category

**Best Concept Car Award**

Award Winner

Mazda RX-VISION entered by Mazda Motor Corporation

Best Concept Car Award recognizes the most outstanding concept car of the year based on one of the following criteria: 1) a totally original vehicle that has been manufactured in an inventive approach or; 2) a production car-based vehicle that has been significantly modified to achieve performance improvements as well as distinctive interior/exterior appearances. In either case, the winner must be a potentially advocator of an entirely new concept which is not seen in any conventional categories.

**Best Tuned Car Award**

Award Winner

RE AMEMIYA SUPER Chantez 13B NA entered by RE AMEMIYA

Best Tuned Car Award recognizes the most outstanding tuned car of the year that has been manufactured to improve engine performance for even more power. The key criteria for consideration are tuning excellence in engine, body and drivetrain, ingenious ideas for dress-up and as to how well-finished overall.

**Best Sedan Award**

Award Winner

HYPER CROWN CROSS BONE entered by BLACK-PEARL~Complete~

Best Sedan Award recognizes the most outstanding sedan (saloon) of the year that has been manufactured to achieve performance improvements as a desirable sedan. The key criteria for consideration are enhancement in the occupant comfort of the cabin, ingenious ideas for dress-up and as to how well-finished overall.

**Best Minivan/Wagon Award**

Award Winner

Ultimate Kaiser Vellfire entered by AFFECTION

Best Minivan/Wagon Award recognizes the most outstanding minivan/wagon of the year that has been manufactured to achieve performance improvements as a desirable minivan/wagon. The key criteria for consideration are enhancement in the flexibility and usability of the utility space, ingenious ideas for dress-up and as to how well-finished overall.

**Best SUV Award**

Award Winner

FLEX CUSTOM L/C PRADO AMERICAN CLASSIC entered by FLEX

Best SUV Award recognizes the most outstanding SUV of the year that has been manufactured to achieve performance improvements as a desirable SUV. The key criteria for consideration are enhancement in the flexibility and usability of the utility space, ingenious ideas for interior/exterior appearances and as to how well-finished overall.

**Best K-car/Compact Car Award**

Award Winner

S660 NEO CLASSIC entered by N lab.

Best K-car/Compact Car Award recognizes the most outstanding K-car/compact car (light motor vehicle) of the year that has been manufactured to achieve performance improvements as a desirable k-car/compact car. The key criteria for consideration are enhancement in the flexibility and usability of the utility space, ingenious ideas for dress-up and as to how well-finished overall.

**Best Imported Car Award**

Award Winner

BMW i8 entered by BBS Japan Co., Ltd.

Best Imported Car Award recognizes the most outstanding imported car of the year that has been manufactured to achieve performance improvements as a desirable imported car. The key criteria for consideration are tuning excellence in engine and suspension, enhancement in the flexibility and usability of the utility space, ingenious ideas for dress-up and as to how well-finished overall.

**Best ECO Car Award**

Award Winner

DENDO MUSHI Z entered by Saitama Institute of Automotive Technology

Best ECO Car Award recognizes the most outstanding ECO car of the year that has been manufactured to achieve performance improvements as a desirable ECO car. The key criteria for consideration are tuning excellence to reconcile both more power and fuel efficiency, enhancement in the flexibility and usability of the utility space, ingenious ideas for dress-up and as to how well-finished overall.

## Media Attendance

TOKYO AUTO SALON 2016 had a cumulative total of 1,749 members of the media from 966 titles, and consequently got a lot of media exposure on TV, newspapers, magazines, websites and suchlike.

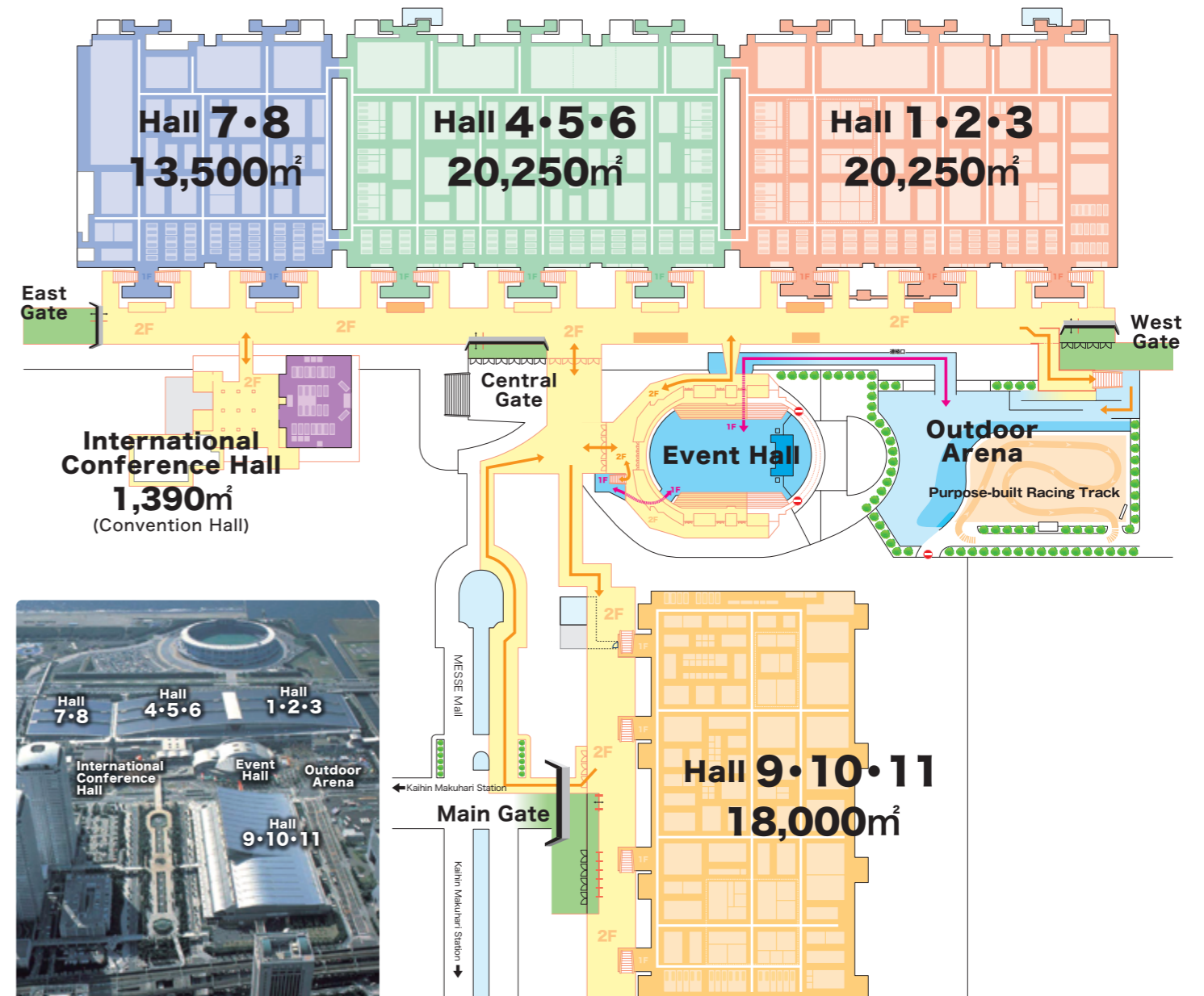
Category	Date	Date			Total	y/y
		Fri, Jan 15	Sat, Jan 16	Sun, Jan 17		
Television	No. of titles	36	22	11	69	141%
	No. of visitors	165	28	18	211	129%
Radio	No. of titles	8	5	1	14	117%
	No. of visitors	16	7	2	25	132%
Newspaper	No. of titles	19	1	0	20	83%
	No. of visitors	34	1	0	35	81%
News Agency	No. of titles	5	0	0	5	100%
	No. of visitors	15	0	0	15	300%
Magazine	No. of titles	42	19	7	68	101%
	No. of visitors	62	25	9	96	117%
Automobile-related Publication	No. of titles	117	60	25	202	112%
	No. of visitors	340	74	29	443	97%
WEB	No. of titles	162	99	42	303	119%
	No. of visitors	337	103	46	486	110%
Industry-specific Publication	No. of titles	45	12	6	63	111%
	No. of visitors	74	18	7	99	98%
Overseas Media	No. of titles	84	70	35	189	113%
	No. of visitors	167	75	36	278	97%
Other	No. of titles	17	11	5	33	66%
	No. of visitors	40	16	5	61	77%
Cumulative Total	No. of titles	535	299	132	966	111%
	No. of visitors	1,250	347	152	1,749	104%

## Trade Visitor

TOKYO AUTO SALON now offers a B to B environment and works positively to entice more overseas trade buyers into the show. TAS Trade Visitor Credentials encourage more trade buyer attendance who wish to reinforce their business relationship with exhibitors as well as those looking to meet exhibitors for new business opportunities.

Country/Region	Company	Type of business
U.S.A.	Emotion International, Inc.	Auto parts distributor
U.S.A.	Fizz Autosports	Other
U.S.A.	Fizz Autosports Chicago	Auto parts shop/service provider
U.S.A.	Star Automation Inc.	Electric parts manufacturer
U.S.A.	Static Performance	Auto parts shop/service provider
U.K.	Kahn Design	Auto parts manufacturer
Canada	Data Worth Development Limited	Auto parts distributor
Canada	Special Interest Appraisal	Car appraisal services
South Korea	Nine Bridge, Inc.	Car accessories/equipment manufacturer
Singapore	Autotrac Services Pte Ltd.	Tyre shop/service provider
Singapore	Project S Pte Ltd.	Auto parts shop/car tuner
Thailand	AutotopAsia Co., Ltd.	Auto parts shop
Taiwan	Car Care Technology Co., Ltd.	Car care goods distributor
Taiwan	Carrays Co., Ltd.	Exterior/aero parts manufacturer
Taiwan	DM Motor Sports	Auto parts shop
Taiwan	Kema Enterprise Co., Ltd.	Brake parts manufacturer
Taiwan	Yar Jang Industrial Co., Ltd.	Brake parts manufacturer
China	DataWorth Development Limited	Auto parts shop
Finland	Autokeskus Oy Konala / Nissan	Car dealer
Finland	The-Enterprise Oy / Mamasan	Auto parts shop
Hong Kong	Data Worth Development Limited	Auto parts shop
Hong Kong	High Gain Industrial Ltd.	Auto parts distributor
Hong Kong	Kawada Holdings Co., Ltd.	Engine Lubricant distributor
Hong Kong	Ming Him Trading Co., Ltd.	Auto parts shop
Hong Kong	Tuning Art Co., Ltd.	Auto parts shop
Malaysia	Automotive Synergy Incorporated Sdn Bhd	Car accessories/equipment manufacturer
Myanmar	A-Unit Trading Co., Ltd.	Exterior/aero parts manufacturer

## Floor Plan (the size of the venue)



\*All exhibitors and vehicles on display at TAS 2016 are available on our official website. \* in Japanese only