



TOKYO AUTO SALON
2017

MEDIA RELEASE

20 October 2017
Tokyo Auto Salon Association

**Experience the “Car Culture” at
TOKYO AUTO SALON 2017
Taking Place on Fri 13 to Sun 15 Jan at Makuhari Messe**

Tokyo Auto Salon Association (office with-in San’s Inc., Shinjuku-ku, Tokyo) is pleased to announce that “TOKYO AUTO SALON 2017”, one of the largest annual custom car and car-related product show, takes place over the three-day period from Friday 13 to Sunday 15 January 2017 at MAKUHARI MESSE International Convention Complex (2-1 Nakase, Mihama-ku, Chiba City).

TOKYO AUTO SALON 2017, marking the show’s 35th anniversary, features a wide range of automobile-related exhibitors showcasing their latest cars, products and technological solutions, as well as embraces numerous events including race cars’ demo run sessions. The show offers enticing opportunities for you to experience the “Car Culture” with an exciting mixture of the latest trends in the powerful automobile industry and colourful and lively entertaining contents.

TOKYO AUTO SALON has kept breaking record of visitor attendance for four years running since 2013. Expected attendance for TOKYO AUTO SALON 2017 is more than 325,501 which is the current record high set in 2016.

This year again, two beauties have been singled out as TOKYO AUTO SALON 2017 Promotional Girls to brighten the show and make it even more special. They will appear in various events and media to widely promote the annual car extravaganza.

Media registration will open online in early December at our official website <www.tokyoautosalon.jp/2017/en/media/>.



TOKYO AUTO SALON 2017 Promotional Girls:
(left to right) Tsukasa Arai and Aya Hayase.



Busy venue at TOKYO AUTO SALON 2016.
Packed with an array of cars and amazing car fans.



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ABOUT THE SHOW

◆ **Official Name**

TOKYO AUTO SALON 2017
<http://www.tokyoautosalon.jp>

◆ **Show Dates**

Friday 13 January 9:00am – 7:00pm (open only to Media and Trade Visitor invitee)
2:00pm – 7:00pm (open to Premium Ticket holders)
Saturday 14 January 9:00am – 7:00pm (open to public)
Sunday 15 January 9:00am – 5:00pm (open to public)

◆ **Venue**

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

◆ **Promoters**

Tokyo Auto Salon Association (TASA), Tokyo Auto Salon Committee

◆ **Co-Promoters**

Chiba Prefecture*, Chiba City*, Nippon Auto Parts Aftermarket Committee (NAPAC),
Japan Automobile Manufacturers Association, Inc. (JAMA), Japan Automobile Federation (JAF)
* TBC

◆ **Supporting Organizations**

GRAN TURISMO, avex Group, T-POINT, TOMICA, PUMA Japan K.K.

◆ **Special Thanks to**

Makuhari Messe, San-ei Shobo Publishing Co., Ltd.

◆ **In Cooperation with**

ASEA Division, JAWA Division, JASMA

◆ **Exhibitor Lineup Includes**

- Japanese leading automakers
- Foreign car importers
- Aftermarket parts manufacturers
- Custom shops
- Auto-related businesses, auto-related specialized manufacturers, automotive vocational schools and more

◆ **Admission** * Children 12 and under are free (must be accompanied by adult).

Dates	Show Hours	Advance Purchase (flat fee for all ages)	At the Door
Friday 13 January	2:00pm – 7:00pm	¥2,600	¥3,200 (flat fee for all ages)
Saturday 14 January	9:00pm – 7:00pm	¥1,800	good for one day either Saturday or Sunday
Sunday 15 January	9:00pm – 5:00pm		¥2,200 (adult 19 and over) ¥1,700 (junior 13 to 18)

Advance tickets are available at T-TICKET, TOKYO AUTO SALON Online Ticket, Lawson Ticket, e+ (e plus), Ticket PIA, Seven Ticket, YAHOO! Ticket and JTB



TOKYO AUTO SALON 2017

◆ **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

◆ **Event Includes**

- Tokyo International Custom Car Contest 2017
- D1 demo run sessions
- Live stage and more

◆ **Media Data download Page**

To access the MEDIA page for viewing/downloading previous Media Releases, photographs as well as the TAS 2017 logo, click on the link below and log in with the following ID and password:

URL (English page) : <http://www.tokyoautosalon.jp/2017/en/media/>

ID : autosalon

Password : tas2017

◆ **TOKYO AUTO SALON ASSOCIATION (TASA)**

Shinjuku Eastside Square 7/F, 6-27-30 Shinjuku, Shinjuku-ku, Tokyo 160-8463 JAPAN
(office with-in San's Inc.)

Phone: +81-3-6897-4820 Fax: +81-3-6897-4840

CONTACT US FOR MEDIA ENQUIRIES

TOKYO AUTO SALON Public Relation Division

Shinjuku Eastside Square 7/F, 6-27-30 Shinjuku, Shinjuku-ku, Tokyo 160-8463 JAPAN (office with-in San's Inc.)

E-mail: pr.div@e-autosalon.net