



TOKYO AUTO SALON
2017

MEDIA RELEASE

January 15, 2017

Tokyo Auto Salon Association

TOKYO AUTO SALON 2017
Got Successful Having Over 300,000 Attendance

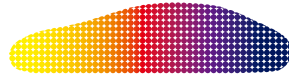
Tokyo Auto Salon Association (office with-in San's Inc., Shinjuku-ku, Tokyo) is pleased to announce that TOKYO AUTO SALON 2017, one of the largest annual custom car and car-related product show held on January 13, 14 and 15 at MAKUHARI MESSE on the largest-ever scale occupying the entire Convention Complex, has come to an end of its three-day run enjoying a great success with 324,400 attendance (99.6 per cent compared to last year). TOKYO AUTO SALON has broken the 300,000 visitor mark for 3 years in a row since 2015.

TOKYO AUTO SALON traces its history back to “Tokyo Exciting Car Show” which was inaugurated in 1983 with the goal of “establishing a custom car culture”. The show changed its name to “TOKYO AUTO SALON” in 1987, and 2017 marked the show’s 35th anniversary.

TOKYO AUTO SALON 2017: breakdown of the attendance by date

Date	Weather (previous year)	Attendance (previous year/year-to-year comparison)	Total sum (previous year/year-to-year comparison)
13 th . Jan. (FRI)	Sunny (Sunny)	80,444人 (78,867人/102.0%)	
14 th . Jan. (SAT)	Sunny (Sunny)	122,387人 (121,176人/101.0%)	202,831人 (200,043人/101.4%)
15 th . Jan (SUN)	Sunny (Cloudy)	121,569人 (125,458人/96.9%)	324,400人 (325,501人/99.6%)

Number of exhibitors	458 (102.5% over year-earlier levels)
Number of vehicles on display	850 (96.6% over year-earlier levels)
Number of booth units	4,320 (101.3% over year-earlier levels)



TOKYO AUTO SALON

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● 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/2017/media>

ID : autosalon

Password : tas2017

Contact us for media enquiries:

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