



January 12, 2007

**From the ultimate in high-performance street machines  
to the most dazzling dressed-up cars  
Over 600 custom vehicles assembled in one location**

## **The World's Biggest Custom Car Show** **TOKYO AUTO SALON 2007 with NAPAC**

Tokyo Auto Salon Association

The Tokyo Auto Salon Association (TASA), in association with NIPPON AUTO PARTS AFTERMARKET COMMITTEE (NAPAC), is delighted to announce the holding of the world's largest custom car show, a three-day event from Friday, January 12 to Sunday, January 14 in Halls 1-8 and the Event Hall in the Makuhari Messe Exposition Center (Mihama-ku, Chiba-shi, Chiba Prefecture). The event is made possible in part through the generous support of Chiba Prefecture, the city of Chiba, SAN-EI SHOBO Publishing Co., Ltd., IDEA Inc., OPTION-LAND global communications association NPO, and with special thanks to Gran Turismo, avex entertainment Inc.

This event traces its history back to the Tokyo Exciting Car Show first held in 1983. The name was revised to TOKYO AUTO SALON in 1987, and this year will mark the event's 25<sup>th</sup> anniversary. The last show featured exhibits by 341 companies, organizations and schools, with around 650 vehicles and the latest items on display to an audience of 249,292 visitors. This year's event will also provide a look at 319 displays from a range of corporate, institutional and academic exhibitors including after-market parts makers, custom shops, automakers, related industries and schools.

When the TOKYO AUTO SALON was first held, car customization was equated with illegal activity, an attitude that the show sought to correct by supporting the establishment of a "custom car culture." Amendments to vehicular traffic and auto inspection laws that followed resulted in a significant increase in the number of customized cars, and as the major automakers began to take notice and actively participate, car customization gained new legitimacy as a social phenomenon. The diversification in people's values also resulted in a broader spectrum of preferences and needs, with people seeking out that special, unique "only one" vehicle that perfectly satisfies their demands—the custom car culture is spreading both within Japan and throughout the world.

The TOKYO AUTO SALON will feature the full range of custom vehicles: tuning cars with enhanced drive systems and handling for the optimal street experience; powerful, tricked out sports cars; imaginative concept cars; gorgeously dressed-up luxury vehicles; the compact cars that have been all the rage in recent years; high-impact American SUVs; highly original custom minivans and wagons. The event will also host exhibitor booths introducing custom parts, items and techniques, talk events with pro drivers and industry celebs, as well as sales of event tie-in and custom car goods.

### **Media inquires about TOKYO AUTO SALON :**

Tokyo Auto Salon Press Room

Email: [tokyautosalon-press@publicity-bur.co.jp](mailto:tokyautosalon-press@publicity-bur.co.jp)

### **General inquiries :**

Tokyo Auto Salon Association

Email: [info@e-autosalon.net](mailto:info@e-autosalon.net)

**Official Website URL :** <http://www.e-autosalon.net/tokyo/english/>

## Events

- **Tuning/Dress-up parts exhibition**  
New parts and technologies for use in auto tuning and dress-up
- **Custom car exhibition**  
Cars tuned or dressed up using exhibitor-supplied parts and accessories  
Vehicles highlighting the tools and techniques of the trade
- **Exhibition and sales of other products**  
Custom car industry tie-in games and apparel, motor sports goods, etc.
- **Events**  
2007 Tokyo International Custom Car Contest  
On-stage events organized by the Tokyo Auto Salon Association

\*Regarding the Tokyo International Custom Car Contest

Grand Prix and Award for Excellence prizes will be awarded in the following eight categories:  
Concept Car, Tuning Car, Sporty Car, Sedan, Minivan, Wagon, Compact Car and Import.

## Outline

**Title** TOKYO AUTO SALON 2007 with NAPAC

**Promoter (Show management/organizer)**  
TASA (Tokyo Auto Salon Association)

**Affiliate Co-Promoter**  
NAPAC (NIPPON AUTO PARTS AFTERMARKET COMMITTEE)

**Affiliate Sponsors & Supporting Organizations**  
Chiba Prefecture, City of Chiba, SAN-EI SHOBO Publishing Co., Ltd.  
IDEA Inc., OPTION-LAND global communications association NPO

**Special thanks to**  
GRAN TURISMO, avex entertainment Inc., MAKUHARI MESSE

### Show schedule

January 12 (Friday), 9:00 ~ 18:00 (Trade & Media Day)  
Restricted to media, affiliates, exhibitors, manufacturers, wholesalers and retailers.  
(You can buy "Premium ticket" which let you in after 1:00 p.m. on Friday.  
But no tickets or passes are for sale which invite you to the show hour before 1:00 p.m. Only limited numbers of invitation tickets will be available through exhibitors.)

January 13 (Saturday), 9:00 ~ 18:00 (Open to the public)  
January 14 (Sunday), 9:00 ~ 17:00 (Open to the public)

**Venue** Makuhari Messe International Exhibit Halls 1 through 8 and Event Hall  
2-1 Nakase, Mihama-ku, Chiba-shi, Chiba Prefecture

**Exhibitors** 319 exhibitors

**Attendance** Estimated at 250,000 visitors (last year actual attendance: 249,292)

**Admission** Premium ticket: 3,000yen / Advance ticket: 2,500yen  
(Entry permitted after 1:00pm January 12, 2007)

General admission ticket: 1,800yen (Adult)/1,200yen (Junior High/ High School Student)  
Advance ticket: 1,500yen

(9:00am – 6:00pm January 13, 2007 or 9:00am – 5:00pm January 14, 2007)

\*Elementary school children and younger – Free of charge (Must be with adult)

**Ticket sales** Tickets can be purchased online in advance at:

<http://www.e-autosalon.net/tokyo/english/>

**Official Website** <http://www.e-autosalon.net/tokyo/english/>