



For Immediate Release

November 20, 2009

TOKYO AUTO SALON 2010 with NAPAC

Exhibition Dates: Three Days from January 15, 2010 (Friday) to January 17, 2010 (Sunday)

Location: MAKUHARI MESSE, the International Exhibition Hall (Halls 1 through 8)

Held in Conjunction with **The Tokyo International Custom Car Contest 2010**

The Tokyo Auto Salon Association (TASA) - Sun-Eishobo Publishing Co., Ltd., Shinjuku-ku, Tokyo - is pleased to announce that TOKYO AUTO SALON 2010 with NAPAC*, a customer car and car-related product exhibition, will be held over the three-day period from January 15, 2010 (Friday) to January 17, 2010 (Sunday) at the International Exhibition Hall (Halls 1 through 8) of the Nippon Convention Center MAKUHARI MESSE.

TOKYO AUTO SALON traces its history back to the "Tokyo Exciting Car Show," an event held in 1983 to establish and nurture a custom car culture throughout Japan. This inaugural event changed its name to TOKYO AUTO SALON in 1987, and this year marks the exhibition's 28th anniversary. Last year's event (2009) featured exhibits by 334 companies, schools and organizations including car manufacturers, aftermarket parts makers, custom car shops, companies active in automobile-related fields and automotive vocational schools and showcased the wonder of 560 vehicles. Attracting 229,201 visitors over the three-day period of the event, this comprehensive aftermarket exhibition continues to evolve from strength to strength. Despite concerns surrounding the impacts of sudden and dramatic changes in economic conditions since 2009, approximately 300 companies are projected to participate in TOKYO AUTO SALON 2010.

The "custom car" concept enables owners to customize vehicles in ways that suit their individual tastes and lifestyles with the aim of creating a truly unique experience. Originating primarily in Europe and the United States, this concept caters largely to individuals who are less than satisfied with existing products and is generating increased interest in Japan. It is for these enthusiasts in particular that the Tokyo International Custom Car Contest 2010, a key feature of TOKYO AUTO SALON, will also be held. Selection and screening is scheduled for January 15, 2010 (Friday) with visitors to the exhibition casting their votes on January 16, 2010 (Saturday). An award for excellence will be presented to one vehicle and outstanding awards to two vehicles in each of eight categories. Pictures of the eight Excellence Award winners will be posted on the Exhibition's official website and a Custom Car Grand Prix Award selected by the general public. The custom cars exhibited mirror the trends, conditions and unique characteristics of society at the time each event is held. These qualities have no small significance in the selection of the Grand Prix Award.

* NAPAC: The acronym for the Nippon Auto Parts Aftermarket Committee.

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The main Exhibition Hall TOKYO AUTO SALON 2009

Exhibition Outline

- Exhibition Name: TOKYO AUTO SALON 2010 with NAPAC
- Exhibition Dates: January 15, 2010 (Friday) 09:00–18:00 (Trade and Media Day)
13:00-18:00 (Premium ticket holders)
January 16, 2010 (Saturday) 09:00-18:00 (Open to the public)
January 17, 2010 (Sunday) 09:00-17:00 (Open to the public)
- Location: MAKUHARI MESSE (Nippon Convention Center)
International Exhibition Hall (Halls 1 through 8)
2-1, Nakase, Mihama-ku, Chiba City, Chiba Prefecture, Japan
- Admission:

Date	Time	Same Day Purchase	Advance Purchase (Common Admission)
January 15, 2010 (Friday)	13:00-18:00	¥3,000 (Common Admission)	¥2,500
January 16, 2010 (Saturday)	09:00-18:00	¥2,000 (Adults)	¥1,700
January 17, 2010 (Sunday)	09:00-17:00	¥1,500 (Junior High and High School Students)	

Notes:

1. Ticket sales: Lawson, Seven-Eleven, FamilyMart, Circle K Sunkus, e+ (e-plus) and the TOKYO AUTO SALON official website
2. Elementary school students of younger: Free of charge (must be accompanied by an adult)

- Exhibition Events: Exhibition of new products and technologies for use in tuning and dressing-up
Exhibition of cars that showcase dress-up parts and accessories
Exhibition of cars that highlight tuning technologies
Exhibition and sale of automobile-related games, aftermarket parts, motor sports goods and other products
- Promoter: Tokyo Auto Salon Association (TASA)
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19 Honshio-cho, Shinjuku-ku, Tokyo
San-Eishobo Publishing Co., Ltd.
- Co-Promoter: Nippon Auto Parts Aftermarket Committee (NAPAC)
- Co-Sponsors Chiba Prefecture (Government), Chiba City (Government),
San-Eishobo Publishing Co., Ltd., IDEA Inc., OPTION-LAND
Global Communications Association NPO (Non Profit Organization)
(In no particular order)
- Supporting Organizations:
GRAN TURISMO, avex entertainment Inc.
- Special Thanks to:
MAKUHARI MESSE
- With Cooperation From:
NAPAC ASEA Division, JAWA Division, JASMA
- Websites: TOKYO AUTO SALON <http://www.e-autosalon.net/>
NAPAC <http://www.napac.jp/>
San-Eishobo Publishing Co., Ltd. <http://www.sun-a.com/>
MAKUHARI MESSE <http://www.m-messe.co.jp/>

* Media coverage: :

Advance registration is required for all on-site media coverage of TOKYO AUTO SALON 2010 with NAPAC. Please refer to the official exhibition website (URL <http://www.e-autosalon.net/>) for details of registration procedures.

For all inquiries relating to this Exhibition, please contact the following:

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