



For Immediate Release

December 17, 2009

**TOKYO AUTO SALON 2010 with NAPAC
- Exhibition Overview and Highlights -**

The Tokyo Auto Salon Association (TASA) - Sun-Eishobo Publishing Co., Ltd., Shinjuku-ku, Tokyo - is pleased to provide an overview of TOKYO AUTO SALON 2010 with NAPAC, a customer car and car-related product exhibition 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, and details of a selection of the exhibition's highlights.

Some 403 car manufacturers, aftermarket parts makers, customer car shops, companies active in automobile-related fields, automotive vocational schools and other organizations have applied to feature their products and services at this year's exhibition, an increase of 21% compared with the previous year. Despite the impacts of sudden and dramatic fluctuations in economic conditions, 631 vehicles will be showcased at TOKYO AUTO SALON 2010, a year-on-year upswing of 13%

Major exhibition highlights are presented as follows.

1. The Tokyo International Custom Car Contest

Based on votes cast by visitors to the exhibition on January 15, 2010 (Friday) and 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. In addition, pictures of the eight Excellence Award winners will be posted on the exhibition's official website from January 17, 2010 (Sunday) to January 24, 2010 (Sunday) and a Custom Car Grand Prix Award selected by the general public. The eventual Grand Prix Award winner will receive a trophy and an extra prize of one million yen.

The eight categories for this year's contest are as follows: Concept Car; Tuning Car; Sedan; Minivan, Wagon, SUV; Compact Car; K-Car; Import Car; and ECO-Car, an additional special category reflecting current social conditions.



2. Gifts for Survey Respondents

Visitors to the exhibition between 1:00 pm January 15, 2010 (Friday) and 5:00 pm January 17, 2010 (Sunday) will be invited to complete an exhibition survey. Participants can record their replies using PC terminals installed throughout exhibition halls, paper-based questionnaires or via the Internet accessing the exhibition's official website. Such extravagant gifts as the customized 3.5Z "PLATINUM Selection" Toyota Vellfire, the 40th anniversary NISSAN FAIRLADY Z, the Honda Stepwagon Modulo with dealer options will be presented to certain individual selecting from the total pool of survey respondents.

3. Concept Zone (Exhibition Halls 7 and 8)

In an effort to further fortify TOKYO AUTO SALON's principal theme ? "Enjoying Motor Vehicles to their Fullest" ? the editorial departments of automobile magazines that specialize in promoting motor vehicle enjoyment have set up specific areas for tuning, dress-up and imports to showcase the unique character of individual vehicles. At a designated motor sports area, exhibits can also be found for Super GT, Formula Nippon and Production World Rally Championship vehicles as well as the Nürburgring 24 hour Race Subaru IMPREZA. Helping to further enliven and excite TOKYO AUTO SALON, sponsors including GRAN TURISMO and Avex will establish exhibition booths to promote their wares.

4. TOKYO AUTO SALON 2010 Main Stage (Exhibition Hall 8)

TASA will utilize a broad spectrum of media and events, including the Tokyo International Custom Car Contest Awards Ceremony, public television recording, press conferences, talk shows, games and competitions, live performances by image girls and campaign girl stage shows, to convey and communicate the excitement and enjoyment of TOKYO AUTO SALON 2010.

5. The D1 Grand Prix Demo Run (West Parking Area)

Preempting the first round of the 2010 D1 Grand Prix Series in Odaiba, Tokyo, an impressive D1 Grand Prix machine demonstration run will be held at a purpose-built outdoor course. At the same time, the first enthusiast appreciation event for the New Year will be held to commemorate the 10th anniversary in 2010 of the D1 Grand Prix Series.

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Action at the 2009 D1 Grand Prix Demo Run

6. The AUTO SALON 2010 Image Girls "A-class"

Drawing from a pool of around 1,000 applicants and after a four-stage screening and audition process, four young women were selected as TOKYO AUTO SALON 2010 image girls in July 2009. In addition to participating in numerous public relations activities aimed at promoting AUTO SALON to the widest possible audience, image girls take part in a variety of undertakings including the release of CDs and photo albums and performances at a large number of events.



The TOKYO AUTO SALON 2010
 Image Girls "A-class"

(From left)

Kozue Nitta: Feb. 4, 1986; Okayama;
 Aquarius; A; 166cm; 82cm/59cm/84cm
Airi Nagasaki: Mar. 17, 1988; Ibaraki;
 Pisces; O; 162cm; 98cm/58cm/90cm
Risa Kobayashi: Oct. 10, 1988; Kanagawa;
 Libra; B; 162cm; 82cm/59cm/83cm
Keiko Sawaguchi: Nov. 29, 1991; Tokyo;
 Sagittarius; O; 160cm; 82cm/57cm/83cm

Note: Date of birth; Place of birth; Star sign;
 Blood type; Height; Bust/waist/hip



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7. Special Animation Character

In tune with the current “itasha*” boom, illustrator Aoi Nishimata has penned the animation character “Otosu” for TOKYO AUTO SALON 2010. “Otosu” is the fifth AUTO SALON image girl.

Note: “Itasha” refers to any vehicle whose exterior is decorated with a sticker or painting of a young female character appearing in comics, animation films or video games. Combining the Japanese words “itai” and “sha,” which mean “painful” and “vehicle,” respectively, in English, “itasha” are literally “painful cars” that attract a pained expression from passers-by.



The special animation character Otosu

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)

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TOKYO
AUTO SALON
2010 with N/A/C

- 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)
TEL +81-3-5369-5050
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
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(In no particular order)
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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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