



For Immediate Release

January 15, 2010

TOKYO AUTO SALON 2010 with NAPAC
— Held at MAKUHARI MESSE between January 15, 2010 (Friday)
and January 17, 2010 (Sunday) with a Record 402 Exhibitors —

The Tokyo Auto Salon Association (TASA) — Sun-Eishobo Publishing Co., Ltd., Shinjuku-ku, Tokyo — is pleased to provide a final update on exhibitors participating in 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.

Representing a record for the event and a 20% increase compared with the previous exhibition, a total of 402 car manufacturers, aftermarket parts makers, customer car shops, companies active in automobile-related fields, automotive vocational schools and other organizations will participate in TOKYO AUTO SALON 2010 with NAPAC. In addition, 624 vehicles will be on display, an 11% improvement and another historic high. These results are a clear indication of the exhibition's steady growth.

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

TOKYO AUTO SALON Public Relations Division
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5th Floor Ebisu First Building, 1-7-4 Ebisu-nishi, Shibuya-ku, Tokyo 150-0021 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)
TEL +81-35369-5050
19 Honshio-cho, Shinjuku-ku, Tokyo
San-Eishobo Publishing Co., Ltd.

Co-Promoter: Nippon Auto Parts Aftermarket Committee (NAPAC)

Co-Sponsors (In no particular order):

Chiba Prefecture (Government), Chiba City (Government),
San-Eishobo Publishing Co., Ltd., IDEA Inc., OPTION-LAND
Global Communications Association NPO (Non-Profit
Organization)

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/>

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

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