



**TOKYO**  
**AUTO SALON**  
**2010** with **NAPAC**

**For Immediate Release**

January 20, 2010

**TOKYO AUTO SALON 2010 with NAPAC**

**A Total of 237,954 Visitors Attended Over the Three Days of the Event!**

The 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, was blessed with excellent weather. Attracting wide praise, the Exhibition was attended by an aggregate total of 237,954 visitors, an increase of 3.8% compared with the previous event.

Held in conjunction with TOKYO AUTO SALON 2010 with NAPAC, the Tokyo International Custom Car Contest was also an outstanding success. Based on votes cast by visitors to the exhibition, one award for excellence and two outstanding awards were presented in each of the eight categories of Concept Car; Tuning Car; Sedan; Minivan, Wagon, SUV; Compact Car; K-Car; Import Car; and ECO-Car (For details please refer to the separate sheet attached). Winners were announced at the Exhibition Event Stage on January 17, 2010 (Sunday).

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 highly awaited Grand Prix Award winner will be announced on the official TOKYO AUTO SALON website (URL: <http://www.e-autosalon.net/>) at 10:00 am on January 25, 2010 (Monday).



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TOKYO AUTO SALON Public Relations Division

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## Exhibition Outline

- Exhibition Name: TOKYO AUTO SALON 2010 with NAPAC
- 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 (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:  
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/>

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