



TOKYO AUTO SALON
2016

MEDIA RELEASE

January 17, 2016
Tokyo Auto Salon Association

TOKYO AUTO SALON 2016
Concluded with Great Success Having Record-high Visitors

Tokyo Auto Salon Association (office with-in San's Inc., Shinjuku-ku, Tokyo) is pleased to announce that TOKYO AUTO SALON 2016, one of the largest annual custom car and car-related product show held on January 15, 16 and 17 at MAKUHARI MESSE on the largest-ever scale occupying the entire Convention Complex, has come to an end of its three-day run enjoying the biggest-ever success. TOKYO AUTO SALON has kept breaking its record of visitor attendance for five years running since 2012, and the 2016 show ended up with 325,501 visitors (105.1 per cent compared to last year).

TOKYO AUTO SALON traces its history back to “Tokyo Exciting Car Show” which was inaugurated in 1983 with the goal of “establishing a custom car culture”. The show changed its name to “TOKYO AUTO SALON” in 1987, and 2016 marked the show’s 34th anniversary.

TOKYO AUTO SALON 2016: breakdown of the attendance by date

Date	Weather (previous year)	Attendance (previous year/year-to-year comparison)	Total sum (previous year/year-to-year comparison)
15 th . Jan. (FRI)	Sunny (Sunny)	78,867 (70,417 / 112.0%)	
16 th . Jan. (SAT)	Sunny (Sunny)	121,176 (110,160 / 110.0%)	200,043 (180,577 / 110.8%)
17 th . Jan. (SUN)	Cloudy (Sunny)	125,458 (129,072 / 97.2%)	325,501 (309,679 / 105.1%)

Number of exhibitors	447 (107.9% over year-earlier levels)
Number of vehicles on display	880 (100.1% over year-earlier levels)
Number of booth units	4,265 (102.4% over year-earlier levels)



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● In Cooperation with: ASEA Division, JAWA Division, JASMA

● Show Outline: TOKYO AUTO SALON has a wide variety of dedicated exhibitors to:

- showcase and demonstrate their latest technological solutions and products for cars to be tuned-up and dressed-up
- showcase and sell cars with dress-up parts and accessories
- showcase and sell cars highlighting innovative tuning technologies
- showcase and sell auto-related video games, aftermarket parts, motorsport merchandise and other diverse auto-related products
- showcase and sell complete tuned-up cars and commercial vehicles

● **Media Data download Page**

To access the MEDIA page for viewing/downloading previous Media Releases, photographs as well as the new logo, please click on the link below and log in with the following ID and password:

URL : <http://www.tokyoautosalon.jp/2016/index-media.php>
ID : autosalon
Password : tas2016

Contact us for media enquiries:

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