



MEDIA RELEASE

7 December 2016
Tokyo Auto Salon Association

Experience the “Car Culture” at TOKYO AUTO SALON 2017 Taking Place on Fri 13 to Sun 15 Jan at Makuhari Messe with 417 Exhibitors and a New Content “Riding Shotgun”

Tokyo Auto Salon Association (office with-in San's Inc., Shinjuku-ku, Tokyo) will host “TOKYO AUTO SALON 2017”, one of the largest annual custom car and car-related product show, taking place over the three-day period from Friday 13 to Sunday 15 January 2017 at MAKUHARI MESSE International Convention Complex (2-1 Nakase, Mihama-ku, Chiba City).

TOKYO AUTO SALON 2017, marking the show's 35th anniversary, features a wide range of 417 automobile-related exhibitors (*as of 1 Dec) showcasing their latest cars, products and technological solutions, as well as embraces numerous events including race cars' demo run sessions and live performances. On top of that, a brand new thrilling content “Riding Shotgun (ride-along experience in a passenger seat)” will take place at ZOZO Marine Stadium's peripheral road (car park area).

Actor Show Aikawa has been appointed “TOKYO AUTO SALON 2017 Ambassador”, who serves as an honorary publicity representative of the show. It will be his sixth year as the TAS Ambassador since 2012. We also feature Piko-Taro, who has hailed around the world with his viral hit “PPAP”, as a special guest on Friday to give a boost to the curtain-up.

During the three-day period of the show, we offer AUTO SALON SPECIAL LIVE every night held on the Makuhari Event Hall. The gorgeous lineup of performers is: Maki Ohguro, Do As Infinity and more on Friday; Nanase Aikawa, Mai Kuraki and more on Saturday; and SKY-HI and more on Sunday.

A questionnaire survey of public visitors will take place again this year during the course of the show. Responders can enter in TAS prize draw to win one of many fantastic prizes, of which grand prizes are “SUBARU BRZ GT” by Fuji Heavy Industries Ltd. and “FREED HYBRID G · Honda SENSING” by Honda Motor Co., Ltd. Accessible also on TOKYO AUTO SALON official website.

*The grand prizes (one winner each) are available to Japanese residents only where the cars can be delivered.

Even more powerful TOKYO AUTO SALON 2017 offers enticing opportunities for you to experience the “Car Culture” with an exciting mixture of the latest trends in the vibrant automobile industry and colourful lively entertaining contents. The show sure is a great place to have fun not only for car enthusiasts but for everyone of all ages.

Media registration is now open on our official website <www.tokyoautosalon.jp/2017/en/media/>, and closes on Friday, 30 December at noon (JST).



TOKYO AUTO SALON
2017

ABOUT THE SHOW

◆ **Official Name**

TOKYO AUTO SALON 2017
<http://www.tokyoautosalon.jp>

◆ **Show Dates**

Friday 13 January 9:00am – 7:00pm (open only to Media and Trade Visitor invitee)
2:00pm – 7:00pm (open to Premium Ticket holders)
Saturday 14 January 9:00am – 7:00pm (open to public)
Sunday 15 January 9:00am – 5:00pm (open to public)

◆ **Venue**

- MAKUHARI MESSE International Convention Complex
(Int'l Exhibition Hall 1-11, Int'l Conference Hall, Makuhari Event Hall and Outdoor Arena)

◆ **Promoters**

Tokyo Auto Salon Association (TASA), Tokyo Auto Salon Committee

◆ **Co-Promoters**

Ministry of Economy, Trade and Industry, Chiba Prefecture, Chiba City,
Nippon Auto Parts Aftermarket Committee (NAPAC),
Japan Automobile Manufacturers Association, Inc. (JAMA), Japan Automobile Federation (JAF)

◆ **Supporting Organizations**

GRAN TURISMO, avex Group, T-POINT, TOMICA, PUMA Japan K.K.

◆ **Special Thanks to**

Makuhari Messe, San-ei Shobo Publishing Co., Ltd.

◆ **In Cooperation with**

ASEA Division, JAWA Division, JASMA

◆ **Exhibitor Lineup Includes**

- Japanese leading automakers
- Foreign car importers
- Aftermarket parts manufacturers
- Custom shops
- Auto-related businesses, auto-related specialized manufacturers, automotive vocational schools and more

◆ **Admission** * Children 12 and under are free (must be accompanied by adult).

Dates	Show Hours	Advance Purchase (flat fee for all ages)	At the Door
Friday 13 January	2:00pm – 7:00pm	¥2,600	¥3,200 (flat fee for all ages)
Saturday 14 January	9:00pm – 7:00pm	good for one day either Saturday or Sunday	
Sunday 15 January	9:00pm – 5:00pm	¥1,800	¥2,200 (adult 19 and over) ¥1,700 (junior 13 to 18)

Advance tickets are available at T-TICKET, TOKYO AUTO SALON Online Ticket, Lawson Ticket, e+ (e plus), Ticket PIA, Seven Ticket, YAHOO! Ticket and JTB



TOKYO AUTO SALON 2017

◆ 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

◆ Event Includes

- Riding Shotgun at ZOZO Marine Stadium
- Tokyo International Custom Car Contest 2017
- Motorsport demo run sessions
- Live stage and more

◆ TOKYO AUTO SALON 2017 Ambassador

Show Aikawa



TOKYO AUTO SALON 2017 Ambassador
Show Aikawa



Special Guest
Piko-Taro

◆ Special Guest

Piko-Taro (*appears on Friday only)

◆ TOKYO AUTO SALON 2017 Promotional Girls

Tsukasa Arai and Aya Hayase



TOKYO AUTO SALON 2017 Promotional Girls
Tsukasa Arai and Aya Hayase

◆ TOKYO AUTO SALON SPECIAL LIVE Lineup (as of 7 Dec)

- Maki Ohguro, Do As Infinity and more on Fri 13 Jan
- Nanase Aikawa, Mai Kuraki and more on Sat 14 Jan
- SKY-HI and more on Sun 15 Jan



Maki Ohguro ▶ 1,13 (fri)



Do As Infinity ▶ 1,13 (fri)



Nanase Aikawa ▶ 1,14 (sat)



Mai Kuraki ▶ 1,14 (sat)



SKY-HI ▶ 1,15 (sun)

◆ Grand Prizes for Survey Responders (one winner each)

- "SUBARU BRZ GT" by Fuji Heavy Industries Ltd.
- "FREED HYBRID G · Honda SENSING" by Honda Motor Co., Ltd.





TOKYO AUTO SALON 2017

◆ **Media Data download Page**

To access the MEDIA page for viewing/downloading previous Media Releases, photographs as well as the TAS 2017 logo, click on the link below and log in with the following ID and password:

URL (English page) : <http://www.tokyoautosalon.jp/2017/en/media/>
ID : autosalon
Password : tas2017

◆ **TOKYO AUTO SALON ASSOCIATION (TASA)**

Shinjuku Eastside Square 7/F, 6-27-30 Shinjuku, Shinjuku-ku, Tokyo 160-8463 JAPAN
(office with-in San's Inc.)
Phone: +81-3-6897-4820 Fax: +81-3-6897-4840

CONTACT US FOR MEDIA ENQUIRIES

TOKYO AUTO SALON Public Relation Division
Shinjuku Eastside Square 7/F, 6-27-30 Shinjuku, Shinjuku-ku, Tokyo 160-8463 JAPAN (office with-in San's Inc.)
E-mail: pr.div@e-autosalon.net