

TOKYO AUTO SALON 2018 EVENT REPORT



Greetings

Thank you very much for your participation and commitment to TOKYO AUTO SALON 2018.

We are delighted to announce that the 36th TOKYO AUTO SALON achieved a successful conclusion of its three-day run. The 2018 show again took place at the entire Convention Complex of MAKUHARI MESSE occupying International Exhibition Halls 1 - 11, Makuhari Event Hall, International Conference Hall and Outdoor Arena. Having had 319,030 attendees overall, TOKYO AUTO SALON 2018 owes this huge success to all of you concerned. Your untiring contribution and dedication are deeply appreciated.

We hereby provide a report on the 2018 show along with the results of visitor survey questionnaire conducted onsite. The results show visitor profile including their lifestyle with cars, current trends of how they get their cars tuned up/dressed up, and comparison with last year's analysis. We would be happy if the data could serve a useful purpose to your future business.

TOKYO AUTO SALON keeps serving as a driving force to enrich the Japanese custom car culture, and continues unremittingly with our efforts to be the best auto show in the world. We are always striving to improve the show to cater for exhibitors and visitors alike. Thank you in advance for your support and encouragement to the show to stay engaged.

We would love to see you again at TOKYO AUTO SALON 2019 scheduled between January 11 and 13, 2019 at the MAKUHARI MESSE.

Masaharu Sakai
Executive Director
Tokyo Auto Salon Association

About the Show

- **Name of the Event** : TOKYO AUTO SALON 2018
- **Dates** : Friday 12th, Saturday 13th and Sunday 14th January, 2018
- **Venue** : MAKUHARI MESSE International Convention Complex
(Int'l Exhibition Halls 1-11, Int'l Conference Hall, Makuhari Event Hall and Outdoor Arena)
2-1 Nakase, Mihama-ku, Chiba-city, Chiba
- **Show Hours** :
 - Fri, 12 Jan Trade and media day. Open limitedly to premium ticket holders.
9:00am – 7:00pm (9:00am – 2:00pm: silent time)
 - Sat, 13 Jan Open to public.
9:00am – 7:00pm
 - Sun, 14 Jan Open to public.
9:00am – 5:00pm
- **Admission** :
 - Premium ticket (good for Friday after 2:00pm)
Advance purchase: ¥3,000 / At the door: ¥3,500
 - General ticket (good for one day either Saturday or Sunday)
Advance purchase: ¥2,000 / At the door: ¥2,500(adult 19 and over) / ¥1,800 (youth 13 to 18)
* Children 12 and under are free (must be accompanied by adult).
Advance tickets were available at:
TOKYO AUTO SALON Online Ticket, Lawson Ticket, e+ (e plus), Ticket PIA, Seven Ticket, YAHOO! Ticket and funity
- **Promoter** : Tokyo Auto Salon Committee
- **Organizer** : Tokyo Auto Salon Association (TASA)
- **Co-Promoters** : Chiba Prefecture
Chiba City
Nippon Auto Parts Aftermarket Committee (NAPAC)
Japan Automobile Manufacturers Association, Inc. (JAMA)
Japan Automobile Federation (JAF)
- **Supporting Organizations** : GRAN TURISMO, TOMICA, PUMA Japan K.K., VITABON, CAR TRADE
- **Special Partners** : MAKUHARI MESSE, San-ei Shobo Publishing Co., Ltd.
- **Partners** : ASEA Division, JAWA Division, JASMA



OVERALL REPORT on attendees

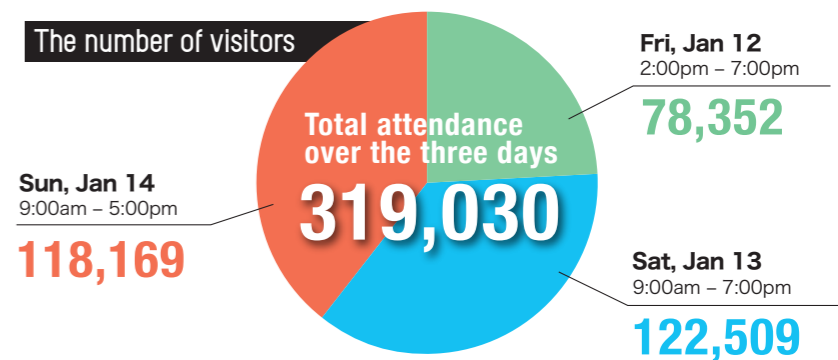
300,000 Visitor Mark for 4 Years in a Row Proves Car Culture's Presence Continues Unabated

Inaugurated in 1983 as "Tokyo Exciting Car Show" and renamed to "TOKYO AUTO SALON" in 87, the 36th show has drawn to a successful close. TOKYO AUTO SALON began purely out of a tuning car magazine's passion for the custom car culture, but now it has blossomed into such an enduring extravaganza. Expansion and prosperity we enjoy today are primarily due to the unstinting support from the industries of automotive, aftermarket and motorsport.

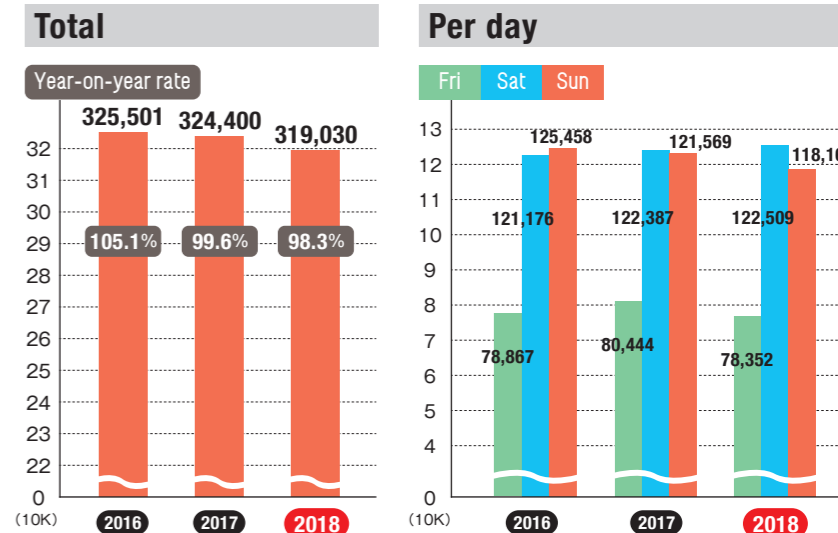
Young people nowadays are generally regarded as being indifferent about automobile and have no problem with leading a carless life. On top of that, as the automotive industry is shifting towards EVs and autonomous, car is becoming a practical tool and thus the car culture is gradually being acculturated into the impersonal social infrastructure. And yet, TOKYO AUTO SALON, at the other end of such the megatrend, remains prosperous having over 300,000 attendees for four years running since 2015. Fortunately enough, TOKYO AUTO SALON 2018 again had legion of visitors into the entire Convention Complex of MAKUHARI MESSE. It makes us realize that there is this huge mass of motor fans who reckon car is not just a transport device but the vitally important culture to add colour to their lives, enjoy customize and tune up, and get thrilled with motorsport. The fact is what our fundamental values and conviction are consistent with.

The overall attendance of TOKYO AUTO SALON 2018 was 319,030 (98.3% over the previous year). A remarkable tendency is that the past two years saw visitors preferred Saturday to Sunday. As to 2018, the daily breakdown shows an inversion phenomena that Saturday was 122,509 (100.1% y/y) while Sunday was 118,169 (97.2% y/y).

This year even more press conferences took place on Friday, the trade and media day, of which some automakers made the most of this opportunity to unveil their anticipated concept models as world premiere. Its high level of newsworthiness obviously is a hook that gets increasing attention of media as well as industry insiders. Such hot topics on the show spread quickly and widely through social media which serve as a booster to capture a new fan segment as well as engage existing motor fans.



Trend in attendance over the past three years



New Content Launched to Improve Visitor Satisfaction

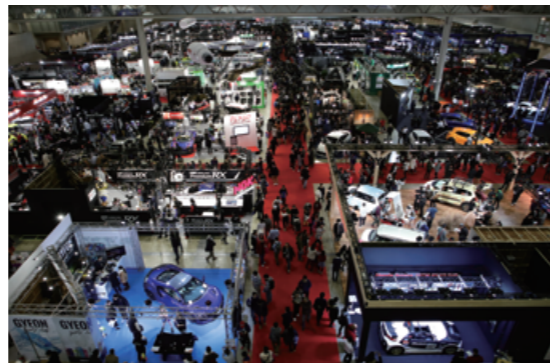
TOKYO AUTO SALON is one of the largest events in Japan taking place at the entire Convention Complex of MAKUHARI MESSE occupying International Exhibition Halls 1-11, Makuhari Event Hall, International Conference Hall and Outdoor Arena. With the maxed-out floor area of the venue, achieving even higher level of visitor satisfaction in a physical sense is on the verge of beyond our control. To create a successful visitor retention, we must consequently focus more on enrichment and refinement of the content.

To that end, we launched "TOKYO AUTO SALON AUCTION with BH Auction" as one of the highlights of TOKYO AUTO SALON 2018. Authentic style of auction has yet to catch on in Japan while it is quite popular particularly in Western countries, of which fine art and car probably are the best-known auctions. The cause of our inaugural auction, meanwhile, was not just for serving as a broker in buying and selling collectible cars. More importantly, we attempted to produce a cultural entertainment as part of the TOKYO AUTO SALON content in a bid to help car auction culturally establish itself in this country. With excitement to the astonishing winning bid, "TOKYO AUTO SALON AUCTION with BH Auction" ended in a big success giving satisfaction to the sellers, bidders and visitors alike.

In the outdoor purpose-built racing track, a variety of demo run sessions took place again this year. The most notable feature of the 2018 show was that the American motorsport superstar Ken Block made a grand appearance in TOKYO AUTO SALON for the first time. An unprecedentedly massive crowd packed into the venue to see his miraculous performance, and The King of Drift surely struck all those fans in there.

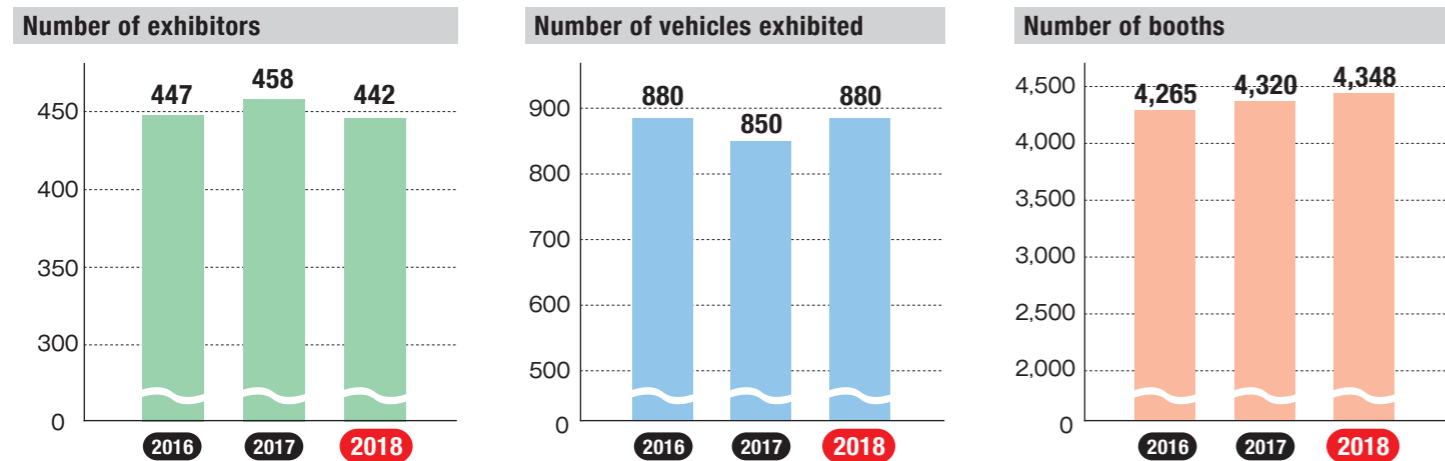
Live music performance at the Event Hall is another signature programme. The gorgeous lineup of performers appeared on TOKYO AUTO SALON SPECIAL LIVE on Saturday and, on top of that, the first-ever "The After Party" on Sunday which got underway right after the close of TOKYO AUTO SALON 2018 and turned out to be a real blast.

We, as the organizer, will make a tireless effort to enrich the show content to keep offering visitors an enjoyable experience and make them want to definitely come back. It sure will lead TOKYO AUTO SALON to be even more appealing event worth participating in.



Figures on exhibitors	
Number of exhibitors	442 Year-on-year rate: 96.5%
Number of vehicles exhibited	880 Year-on-year rate: 103.5%
Number of booths	4,348 Year-on-year rate: 100.6%
Fee-charging booths	3,812
Vehicle display booths	180

Trend in the number of exhibitors over the past three years



Live Performances

Based in the Event Hall having 3,098 sqm arena with 4,860 seats, TOKYO AUTO SALON offered powerful live performances played by a brilliant lineup of 12 performers.



Outdoor Arena

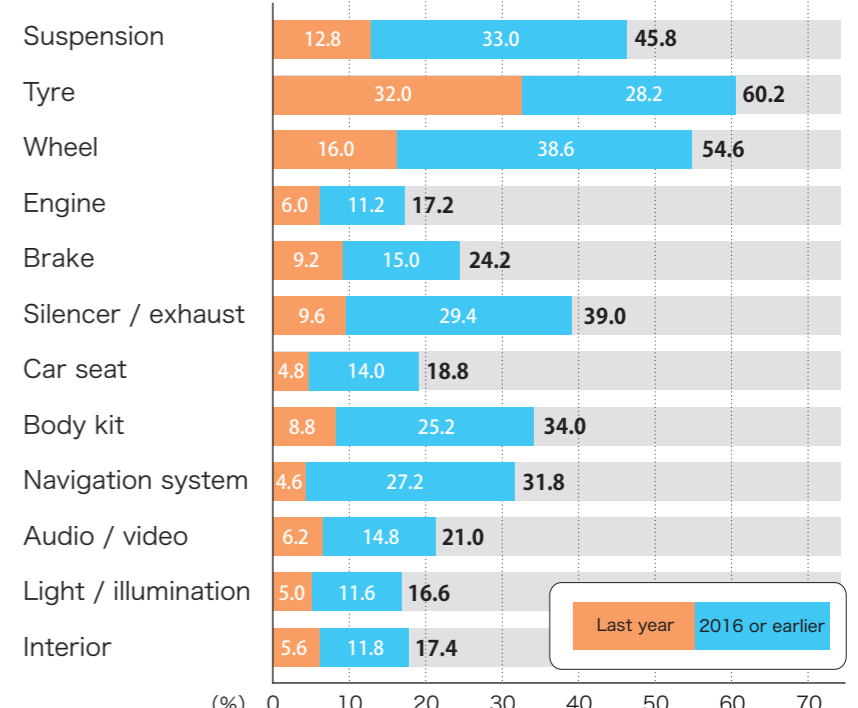
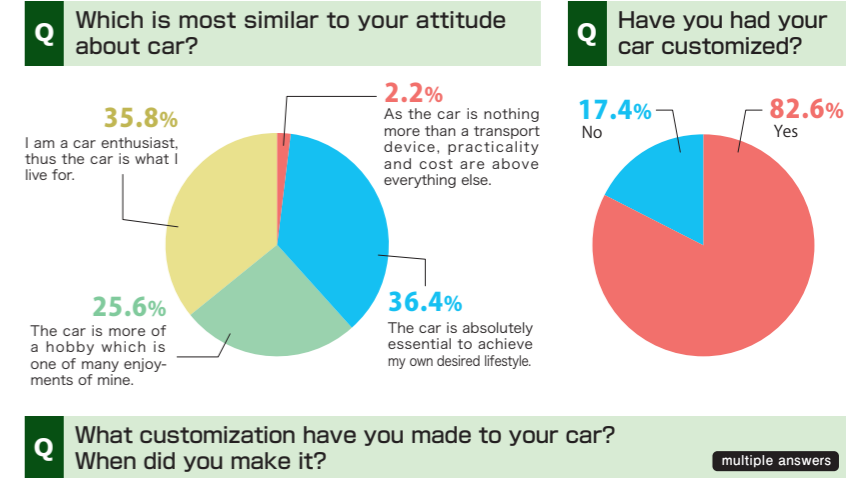
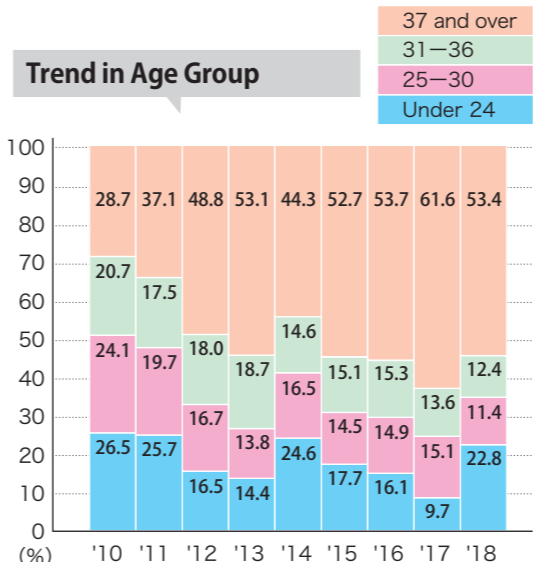
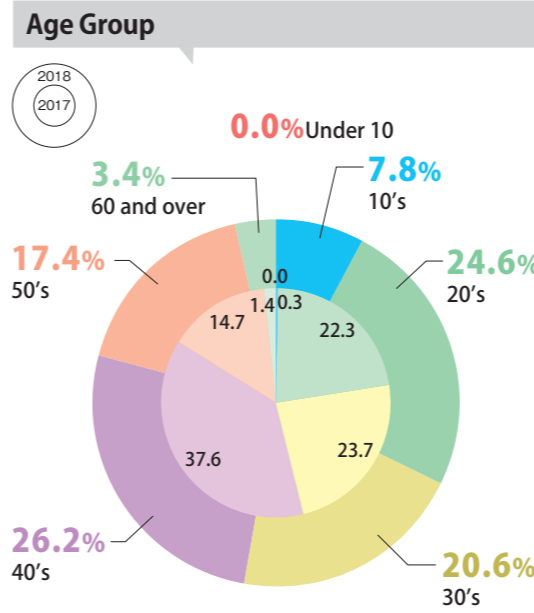
At the purpose-built racing track, the fun and exciting "motorsport demo run" performed by D1 and other racing cars, as well as "test-drive-and-review" of the latest and world's premier cars took place.



Collectible Car Auction

Having joined hands with BH Auction, a Japanese authentic auction house recognized globally for specializing in collector cars, "TOKYO AUTO SALON AUCTION with BH Auction" launched.

VISITOR PROFILE



TOKYO INTERNATIONAL CUSTOM CAR CONTEST 2018

Three winners each are voted in eight categories, of which the top winner will be chosen as the category's best. TAS then engages fans in voting the post-show online poll, and the top vote-getter will win the Grand Prix.

Eligibility for Participation

Any vehicle taken part in TAS 2018 except purpose-built racing cars/past contest entrants are eligible for an entry into the contest to compete on excellence in car-tuning achievements that satisfy requirements of the respective categories.

How the Winners Get Chosen

Winners in each category are determined by the visitor vote (as part of the questionnaire survey conducted during the course of the show on Friday and Saturday).

How the Grand Prix Get Chosen

TAS makes the eight top winners' photos accessible on our official website, and calls for the post-show online fan vote to choose one for the best - Custom Car Grand Prix of the year.

Contest Categories

The contest has eight awards categorized according to how the car has been tuned/customized to the task it was intended to perform rather than the type of base vehicle.



Award Winners in Each Category

Best Concept Car Award

Best Concept Car Award recognizes the most outstanding concept car of the year based on one of the following criteria: 1) a totally original vehicle that has been manufactured in an inventive approach or, 2) a production car-based vehicle that has been significantly modified to achieve performance improvements as well as distinctive interior/exterior appearances. In either case, the winner must be a potentially advocator of an entirely new concept which is not seen in any conventional categories.

GR Super Sport Concept entered by TOYOTA GAZOO Racing

Best Dressed-up Car Award

Best Dressed-up Car Award recognizes the most outstanding dressed-up car of the year that has been designed to pursue stylistic finesse. The key criteria for consideration are dress-up excellence in appearance, technique and ingenious ideas for exterior/interior customization, and as to how well-finished overall. Cars entered in this category basically are display-dedicated and not have to be street legal.

SANODESIGN & Ranjin entered by INTEC

Best Tuned Car Award

Best Tuned Car Award recognizes the most outstanding tuned car of the year that has been manufactured to improve engine performance for even more power. The key criteria for consideration are tuning excellence in engine, body and drivetrain, ingenious ideas for dress-up and as to how well-finished overall.

Works ZN6 Top Speed 320km/h Project 86 entered by PHOENIX'S POWER SPL Fukui & Kyoto Shops

Best Sedan Award

Best Sedan Award recognizes the most outstanding sedan (saloon) of the year that has been manufactured to achieve performance improvements as a desirable sedan. The key criteria for consideration are enhancement in the occupant comfort of the cabin, ingenious ideas for dress-up and as to how well-finished overall.

IMPUL 651S entered by HOSHINO IMPUL Co., Ltd.

Best Minivan/Wagon Award

Best Minivan/Wagon Award recognizes the most outstanding minivan/wagon of the year that has been manufactured to achieve performance improvements as a desirable minivan/wagon. The key criteria for consideration are enhancement in the flexibility and usability of the utility space, ingenious ideas for dress-up and as to how well-finished overall.

GHOST ALPHARD 30A-GT entered by KUHLE-RACING-JAPAN/ROHAN

Best SUV Award

Best SUV Award recognizes the most outstanding SUV of the year that has been manufactured to achieve performance improvements as a desirable SUV. The key criteria for consideration are enhancement in the flexibility and usability of the utility space, ingenious ideas for interior/exterior appearances and as to how well-finished overall.

NATS VELLFIRE PICKUP entered by NATS (NIHON AUTOMOBILE COLLEGE)

Best K-car/Compact Car Award

Best K-car/Compact Car Award recognizes the most outstanding K-car/compact car (light motor vehicle) of the year that has been manufactured to achieve performance improvements as a desirable k-car/compact car. The key criteria for consideration are enhancement in the flexibility and usability of the utility space, ingenious ideas for dress-up and as to how well-finished overall.

GReddy ALTO WORKS entered by TRUST

Best Imported Car Award

Best Imported Car Award recognizes the most outstanding imported car of the year that has been manufactured to achieve performance improvements as a desirable imported car. The key criteria for consideration are tuning excellence in engine and suspension, enhancement in the flexibility and usability of the utility space, ingenious ideas for dress-up and as to how well-finished overall.

C7 CORVETT entered by FORTE

Media Attendance

TOKYO AUTO SALON 2018 had a cumulative total of 1,963 members of the media from 856 titles, and consequently got a lot of media exposure on TV, newspapers, magazines, websites and suchlike.

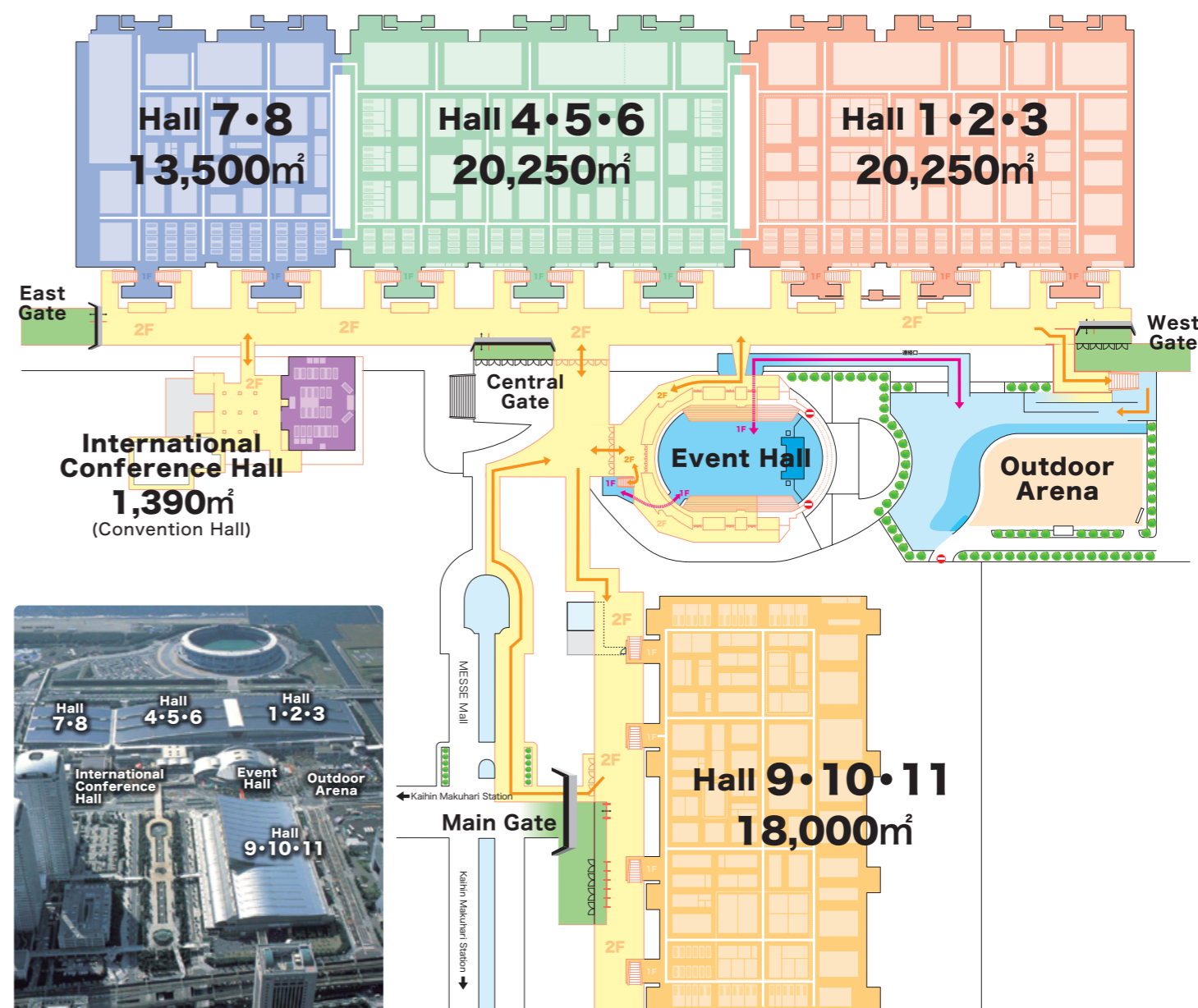
Category	Date	Date			Total	y/y
		Fri, Jan 12	Sat, Jan 13	Sun, Jan 14		
Television	No. of titles	38	9	7	54	39%
	No. of visitors	161	56	7	224	79%
Radio	No. of titles	10	1	1	12	86%
	No. of visitors	27	1	2	30	120%
Newspaper	No. of titles	20	6	3	29	71%
	No. of visitors	73	13	5	91	132%
News Agency	No. of titles	5	1	0	6	43%
	No. of visitors	18	1	0	19	112%
Magazine	No. of titles	48	6	8	62	107%
	No. of visitors	92	14	12	118	162%
Automobile-related Publication	No. of titles	123	46	32	201	82%
	No. of visitors	348	79	42	469	102%
WEB	No. of titles	171	44	30	245	100%
	No. of visitors	416	72	42	530	122%
Industry-specific Publication	No. of titles	41	16	4	61	191%
	No. of visitors	112	34	5	151	260%
Overseas Media	No. of titles	51	55	24	130	74%
	No. of visitors	114	106	37	257	89%
Other	No. of titles	34	12	10	56	243%
	No. of visitors	45	15	14	74	255%
Cumulative Total	No. of titles	541	196	119	856	87%
	No. of visitors	1,406	391	166	1,963	113%

Trade Visitor

TOKYO AUTO SALON now offers a B to B environment and works positively to entice more overseas trade buyers into the show. TAS Trade Visitor Credentials encourage more trade buyer attendance who wish to reinforce their business relationship with exhibitors as well as those looking to meet exhibitors for new business opportunities.

Country/Region	Company	Type of business
U.S.A.	Black Forest Industries	Auto parts manufacturer
U.S.A.	DFW Decals	Car accessories/equipment manufacturer
U.S.A.	Ebay Inc.	Online marketplace
U.S.A.	Emotion International Inc.	Auto parts shop
U.S.A.	express tire distributor	Tyre shop
U.S.A.	Junack USA	Lighting/illumination shop
U.S.A.	McKlu Group, Inc. (HID Concept)	Lighting/illumination shop
U.S.A.	Orchid Euro LLC	Auto parts shop
U.S.A.	ROLLSTRONG	Auto parts shop
U.S.A.	Walmart Inc.	Retail trade
U.S.A.	Wish Shopping	Mobile Ecommerce
U.K.	Taikyu Ltd.	Auto parts shop
Canada	Boom Plus Toys	Auto parts shop
Canada	Sportscarboutique	Auto parts shop
Korea	Powermotors	Auto parts shop
Thailand	Forever Shop Co., Ltd	Auto parts shop
Thailand	InnoMotive Ltd., Part (Inno69 Auto-Shop)	Auto parts shop
Taiwan	Carrays Co., Ltd.	Auto parts shop
Taiwan	Rapidtek Group	Engine/Auto parts shop
Taiwan	Singota	Brake/Auto parts shop
Taiwan	Taiwan External Trade Development Council, TAITRA	Taiwan Trade Center
Taiwan	Yar Jang Industrial Co., Ltd.	Auto parts manufacturer
Taiwan	Yarton Enterprise Co., Ltd.	Auto parts manufacturer
China	ACP Carbon Fibre	Auto parts manufacturer
China	CITEPO	China International Tire EXPO
China	Shenzhen Baiyue autopart limited	Auto parts shop
China	Three Sixty Wheels Ltd.	Wheel manufacturer
New Zealand	MX5 Mart	Auto parts shop
Philippines	Titan Tech PH	Auto parts shop
Portugal	Spoon Sports EU	Auto parts shop
Hong Kong	Federal Tyre	Tyre shop
Hong Kong	INVO AUTOTEC COMPANY, LIMITED	Auto parts shop
Hong Kong	ProTech Monte-Carlo Hong Kong	Car accessories/equipment manufacturer
Hong Kong	Skywalker Auto Company	Car dealer
Hong Kong	Techfull Wise Limited	Auto parts shop
Hong Kong	Tuning Art Co., Ltd.	Auto parts shop

Floor Plan (the size of the venue)



*All exhibitors and vehicles on display at TAS 2018 are available on our official website. * in Japanese only