



**TOKYO AUTO SALON**  
**2021**

**MEDIA RELEASE**

7 October 2020  
Tokyo Auto Salon Association

**The Annual Custom Car Extravaganza**  
**“TOKYO AUTO SALON 2021”**  
**will be the first ever hybrid event**

Tokyo Auto Salon Association (Shinjuku-ku, Tokyo) is pleased to announce that “TOKYO AUTO SALON 2021”, one of the world’s largest custom car and car-related product shows, takes place over the three-day period from Friday 15 January to Sunday 17 January 2021 at Makuhari Messe International Convention Complex.

In the time of COVID-19 outbreak, TOKYO AUTO SALON 2021 takes place as a hybrid event which is a combination of onsite and “ONLINE AUTO SALON” offering live stream (AUTO SALON TV\*) as well as virtual exhibition halls (Virtual AUTO SALON). This will be the first hybrid event in the industry, and you will have a lot more ways to enjoy the show.  
\*AUTO SALON TV will distribute Japanese, English and Chinese channels.

Inaugurated in 1983 as “Tokyo Exciting Car Show”, TOKYO AUTO SALON now is the annual car extravaganza covering the gamut of custom car related concerns. The show features a panoply of Japanese leading automakers, foreign car importers, tyre manufacturers, aftermarket parts manufacturers and custom car shops exercising their ingenuity in showcasing latest cars and related products as well as selling parts, goods and merchandise. With hundreds of tuned & dressed up cars on display crammed in the huge venue, the 39th TOKYO AUTO SALON will create a real buzz of excitement.

TOKYO AUTO SALON in recent years has also been identified as a significant opportunity by many automakers to unveil their new car including world premiere model of sport concept and, on top of that, announce their motorsport activities for the year with unveiling of their new racing car. They have become one of the highlights of the show and surely attract tremendous interest.

Tickets are scheduled to go on sale online on the 1st of December. The 2021 show is open to the general public on Saturday and Sunday only, and is highly likely to sell a limited number of tickets in accordance with the government’s policy. We would, however, ask all overseas visitors to keep themselves updated with the latest news and government’s advisory regarding the border enforcement due to the global COVID-19 pandemic. The latest updates will be available on the official website.

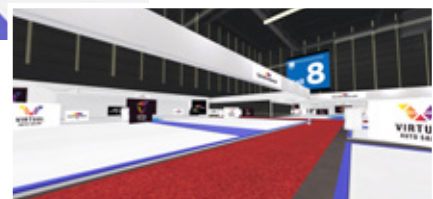
Visitors and staff members safety is always top priority of TAS. We are committed to providing even safer and richer event in a new style while exerting every possible effort to take proper measures to prevent infection.



Previously held TOKYO AUTO SALON 2020



Virtual AUTO SALON  
(draft image for  
illustrative purposes only)



\*The information on this release is true and correct as of 07/10/2020 and is subject to change in accordance with updates/revisions of the government’s policy.



# TOKYO AUTO SALON 2021

## About the Show ONSITE

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### Venue

Makunari Messe International Convention Complex  
(International Exhibition Halls 1-11 and International Conference Hall)  
Makuhari Messe Co., Ltd. (2-1 Nakase, Mihama-ku, Chiba City, Chiba) [www.m-messe.co.jp/](http://www.m-messe.co.jp/)

### Dates

Friday 15 January 9:00am – 7:00pm (open only to media and industry insiders)  
Saturday 16 January 9:00am – 7:00pm (open to general public)  
Sunday 17 January 9:00am – 6:00pm (open to general public)

### Organizer

Tokyo Auto Salon Association (TASA)

### Supporters

\*TBC

Chiba Prefecture; Chiba City; Nippon Auto Parts Aftermarket Committee (NAPAC);  
Japan Automobile Manufacturers Association, Inc. (JAMA); and Japan Automobile Federation (JAF)

### Special Partners

Makuhari Messe and SAN-EI Corporation

### Partners

\*TBC

ASEA Division; JAWA Division; and JASMA

## About the Show

### ONLINE AUTO SALON

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#### AUTO SALON TV

Live streaming of the onsite event including booths, cars on display, booth girls and events.

- Japanese, English and Chinese channels available (viewing for free)
- Distributed between 15 Jan at 9am and 17 Jan 2021 at 6pm

#### Virtual AUTO SALON

TAS 2021 can be enjoyed anywhere in the world via virtual exhibition halls on a cloud.

- Available between 15 Jan at 9am and 30 Nov 2021 \*open at the same time as the onsite TAS

**Click on the link below to obtain media releases, photographs and the logo. \*Press use only.**

[www.tokyoautosalon.jp/2021/en/media/](http://www.tokyoautosalon.jp/2021/en/media/)

ID: autosalon Password: tas2021

### IMPORTANT NOTICE to OVERSEAS MEDIA

Those wishing to cover TAS 2021 **must apply online in advance to undergo accreditation process.** Registration is scheduled to begin in mid November. **No onsite registration will be accepted.**

**Media credentials** will be offered for **Friday only**. No Saturday or Sunday pass will be available for the 2021 show. More importantly, due to the novel coronavirus (COVID-19) epidemic, border enforcement is in place in many countries including Japan. Keep yourself updated with the latest news and government's advisory.

Even if the 2021 show is cancelled, or you can't show up at the event for any reason whatsoever, you are not entitled to any compensation, monetary or otherwise, from TOKYO AUTO SALON. Thanks for understanding.

## MEDIA ENQUIRIES

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Tokyo Auto Salon Public Relations Division

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