



## MEDIA RELEASE

24 November 2020  
Tokyo Auto Salon Association

# The Annual Custom Car Extravaganza "TOKYO AUTO SALON 2021" tickets go on sale online on 1 December

Tokyo Auto Salon Association (Shinjuku-ku, Tokyo) is pleased to announce that tickets of "TOKYO AUTO SALON 2021", taking place on 15 – 17 January 2021 at Makuhari Messe International Convention Complex, will go on sale online on the 1st of December at 10am JST.

<b>DATES</b>	Saturday 16 and Sunday 17 January *Friday is business day that is NOT open to the public.
<b>PRICE</b>	3,000 JPY *1-day ticket good for either Sat or Sun.
<b>HOW TO BUY</b>	Advance tickets only. Online purchase only. E-tickets only.
<b>WHERE TO BUY</b>	<ul style="list-style-type: none"><li>• Tokyo Auto Salon Online Ticket <a href="https://www.tokyoautosalon.jp/en/">https://www.tokyoautosalon.jp/en/</a></li><li>• e+ <a href="https://eplus.jp">https://eplus.jp</a></li><li>• Lawson Ticket <a href="https://l-tike.com">https://l-tike.com</a></li><li>• Ticket PIA <a href="https://t.pia.jp">https://t.pia.jp</a></li><li>• funity <a href="https://www.funity.jp/tickets/autosalon/showlist">https://www.funity.jp/tickets/autosalon/showlist</a></li></ul>

- \* Limited number of tickets available. First-come-first-served basis. The sale will be ended when the scheduled quantities are sold.
- \* One child, aged 12 and under, in every one adult ticket holder will get free admission. The adult shall be responsible for the child regarding the novel coronavirus preventive measures.
- \* ALL visitors shall observe the show's measures and restrictions to avoid spreading the novel coronavirus infections.
- \* There might be admission restriction depending on how crowded the venue is.
- \* Discount will be given for visitors with disabilities. Details are shown on the TAS official website TICKET page.

In the time of COVID-19 outbreak, TOKYO AUTO SALON 2021 offers "ONLINE AUTO SALON" as well which is a combination of live stream (AUTO SALON TV\*) and 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.

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.

\*The information on this release is true and correct as of 24/11/2020 and is subject to change in accordance with updates/revisions of the government's policy.



# TOKYO AUTO SALON 2021

## About the Show ONSITE

---

### Venue

Makunari Messe International Convention Complex  
(International Exhibition Halls 1-8 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

---

#### 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/en/media/](http://www.tokyoautosalon.jp/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**. Click on the link below to register between 1 Dec at noon and 21 Dec at 5pm JST. **No onsite registration will be accepted.**

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

**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

---

Tokyo Auto Salon Public Relations Division

E-mail: [pr@tokyoautosalon.jp](mailto:pr@tokyoautosalon.jp)