

## **MEDIA RELEASE**

18 October 2021  
Tokyo Auto Salon Committee

# **The 40th Edition of the World's Largest Custom Car Extravaganza "TOKYO AUTO SALON 2022" takes place on 14 - 16 January at Makuhari Messe**

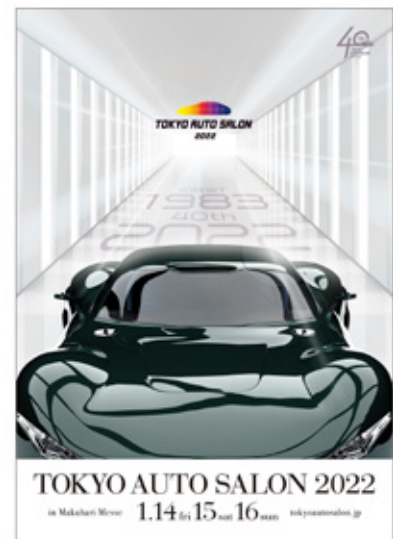
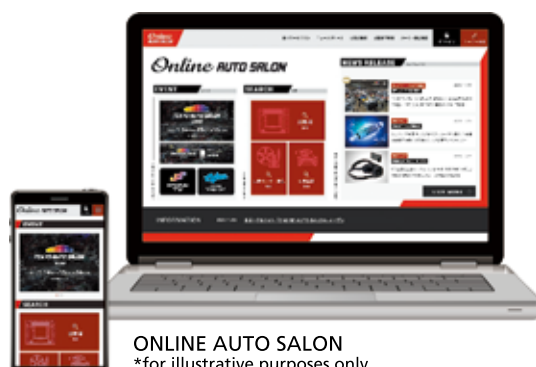
Tokyo Auto Salon Committee (Shinjuku-ku, Tokyo) is pleased to announce that "TOKYO AUTO SALON 2022", one of the world's largest custom car and car-related product shows, takes place from Friday 14 January to Sunday 16 January 2022 at Makuhari Messe International Convention Complex.

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 40th 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. Such the press conferences have become one of the highlights of the show that surely attract tremendous media interest.

Tickets are scheduled to go on sale online for the 1st of November. The 2022 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 up to date with the latest news and government's advisory regarding border enforcement caused by the COVID-19 pandemic, and comply with all local and national COVID-19 mitigation guidance. The latest updates will be available on the official website.

Meanwhile, TOKYO AUTO SALON official website will be revamped as ONLINE AUTO SALON, a web portal where exhibitors can distribute their information throughout the year, and launched on Monday 15 November. In addition to the "TOKYO AUTO SALON Event Official Website" and "Auto Salon TV (distribution of video and VR content)", ONLINE AUTO SALON will also provide far improved "exhibitors pages" to car fans and a "press release distribution system" to the media. ONLINE AUTO SALON serves as a powerful platform to provide good matching opportunities for everyone involved in the automotive industry.



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. On top of that, we will be offering a lot of fun content through ONLINE AUTO SALON for those who can't make it to the on-site show.

\* The information on this release is true and correct as of 18/10/2021 and is subject to change in accordance with updates/revisions of the government's policy.

## About the Show

### Venue

Makuhari Messe International Convention Complex  
(Int'l Exhibition Halls 1-11, Event Hall and Outdoor Arena) \*TBC  
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 14 January 9:00am – 7:00pm Business Day (open only to media and industry insiders)  
Saturday 15 January 9:00am – 7:00pm (open to general public)  
Sunday 16 January 9:00am – 6:00pm (open to general public)

### Promoter

Tokyo Auto Salon Committee

### 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

### Admission

	Date	Show Hours	Online Purchase	At the Door
<b>General Ticket</b>	Saturday 15 January	9:00am – 7:00pm	¥3,000	n/a
	Sunday 16 January	9:00am – 6:00pm	¥3,000	

\*Good for any one day as shown on the ticket

\*e-tickets only (iOS/Android smartphone required), online purchase only

\*Kids aged 12 and under must be accompanied by an adult (one kid per adult gets free admission)

Tickets will go on sale online on TOKYO AUTO SALON official website (SAN-EI Ticket Service) scheduled for 1 November.

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

[www.tokyoautosalon.jp/2022/en/media/](http://www.tokyoautosalon.jp/2022/en/media/)

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## IMPORTANT NOTICE to OVERSEAS MEDIA

Those wishing to cover TAS 2022 **must apply online in advance to undergo accreditation process.** Registration is scheduled to begin on 1 December (end on 27 December). **No onsite registration will be accepted.**

**Media credentials** will be offered for **Friday only.** No Saturday or Sunday pass will be available for the 2022 show. More importantly, please keep up to date with the latest news and government's advisory regarding border enforcement caused by the COVID-19 pandemic, and comply with all local and national COVID-19 mitigation guidance. Even if the 2022 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

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