



TOKYO AUTO SALON
2023

MEDIA RELEASE

15 January 2023
Tokyo Auto Salon Association

TOKYO AUTO SALON 2023 has now closed

Tokyo Auto Salon Association (Shinjuku-ku, Tokyo) is pleased to announce that TOKYO AUTO SALON 2023, one of the largest annual custom car and car-related product shows taken place at Makuhari Messe International Convention Complex has come to an end of its three-day run with 179,434 participants.

TOKYO AUTO SALON inaugurated in 1983 as “Tokyo Exciting Car Show” in a bid to establish the custom car culture”. TOKYO AUTO SALON, marked the show’s 41st anniversary, now is the annual car extravaganza covering the gamut of custom car related concerns. The show brings the best opportunity to experience an exciting mixture of the latest trends in the powerful custom car scene and colourful lively entertaining content.

TOKYO AUTO SALON 2024 will take place on 12 - 14 January 2024 at Makuhari Messe.

Date	Weather (previous year)	No. of Participants (previous year)	Total Sum (previous year)
Friday 13 January	Cloudy (Sunny)	43,963 (24,934)	
Saturday 14 January	Rain, later cloudy (Sunny)	73,343 (53,771)	117,306 (78,705)
Sunday 15 January	Cloudy, later rain (Sunny)	62,128 (48,164)	179,434 (126,869)

* The number of participants includes exhibitors, officials and those in TOKYO OUTDOOR SHOW 2023.

No. of Exhibitors	341 (366 in 2022)
No. of Vehicles on Display	789 (712 in 2022)
No. of Booths	3,904 (3,318 in 2022)

Live Streaming Views	184,067 (Japanese and English)
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About the Show

Venue

Makunari Messe International Convention Complex
(Int'l Exhibition Halls 1-10, Int'l Conference Hall, Event Hall and Outdoor Arena)
Jointly held with TOKYO OUTDOOR SHOW 2023 www.tokyooutdoorshow.jp

Dates

Friday 13 January	9:00am – 7:00pm (open to media and industry insiders) 2:00pm – 7:00pm (specially open to premium ticket holders)
Saturday 14 January	9:00am – 7:00pm (open to the public)
Sunday 15 January	9:00am – 6:00pm (open to the public)

Organizer

Tokyo Auto Salon Association (TASA)

Supporters

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

Sponsors

TOMY COMPANY, LTD.; SPR Japan Co., Ltd.; Mizuno Corporation; KINTO Corporation;
Initial D/MF GHOST; and Fast & Furious

Special Partners

Makuhari Messe and SAN-EI Corporation

Partners

ASEA Division; JAWA Division; and JASMA

Media releases, photos and logo for press use are available on the link below.

www.tokyoautosalon.jp/2023/en/media/

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MEDIA ENQUIRIES

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