



MEDIA RELEASE

12 January 2024
Tokyo Auto Salon Association

TOKYO AUTO SALON KUALA LUMPUR 2024 will be held in November

Tokyo Auto Salon Association (Shinjuku-ku, Tokyo) is pleased to announce that "TOKYO AUTO SALON KUALA LUMPUR 2024" takes place in November 2024.

Please see the attached press release from the organizer.

FOR FURTHER INFORMATION, PLEASE CONTACT

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* The information on this release is true and correct as of 12/01/2024 and is subject to change.



PRESS RELEASE

12th January 2024

The Tokyo Auto Salon Kuala Lumpur returns in 2024. After a successful debut with over 91,000 visitors in 2023, the iconic aftermarket car show will return to the Malaysia International Trade & Exhibition Centre (MITEC) between 8-10 November 2024.

Co-Organizers Element X and MUSE Group promise a bigger and more engaging show in 2024 after the warm reception received last year. "We are planning a bigger show with more engaging content in 2024 with more cars from Japan and exhibitors both locally and from the region. The number of visitors we achieved in 2023 and the very positive feedback from license owner San Ei in Japan, has given us the motivation to present a bigger show in Kuala Lumpur. We are truly excited by this prospect", says Jason Yap, CEO of Element X.

"We see the opportunity for Tokyo Auto Salon to become a regional attraction for automotive enthusiasts. Last year's edition of the Tokyo Auto Salon Kuala Lumpur attracted a significant number of visitors from Southeast Asia. With a longer lead time to promote the show, we anticipate a larger regional crowd in 2024. We expect over 120,000 visitors in 2024", says Riduwan Matni, CEO of MUSE Group, co-organizer of Tokyo Auto Salon Kuala Lumpur. "We are expecting a larger turnout by Japanese exhibitors at the 2024 edition of the Tokyo Auto Salon Kuala Lumpur including many notable Japanese tuners and brands".

"We understand that there was active dialogue between Japanese and Malaysian exhibitors at the event last year which led to new business opportunities amongst the exhibitors. As a B-to-B platform in addition to being a consumer show, we are highly encouraged by this and we believe that there will be increased opportunities for the Japanese and Malaysians to do business at the 2024 event", says Junichi Fukui, Director-General of the Tokyo Auto Salon Association.

Tokyo Auto Salon will be held on Halls 6, 7 and 8 at MITEC Kuala Lumpur, between 10am to 10pm. Some of the new attractions to the event this year includes cars from the Wangan Midnight manga series, outdoor drifting display, taxi rides, car auction, inclusion of motorbike exhibitors, meet and greet with notable Japanese garage owners and Japanese Race Queen. Visitors too can expect to see cars on exhibit in at Tokyo Auto Salon making an appearance at the Kuala Lumpur edition of the show.

Ticketing details will be available soon. Mark your dates for the return of Tokyo Auto Salon Kuala Lumpur 2024.

Exhibitors at Tokyo Auto Salon Kuala Lumpur comprise of not only car tuners, but also companies specializing in parts, maintenance & servicing; car & motorcycle related products, technologies, services & solutions; auto detailing; accessories; custom bikes; tyres; and financial institutions.