



TOKYO AUTO SALON
2024

MEDIA RELEASE

14 January 2024
Tokyo Auto Salon Association

TOKYO AUTO SALON 2024 has now closed

Tokyo Auto Salon Association (Shinjuku-ku, Tokyo) is pleased to announce that TOKYO AUTO SALON 2024, 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 230,073 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 42nd 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 2025 will take place on 10 - 12 January 2025 at Makuhari Messe.

| Date | Weather (previous year) | No. of Participants (previous year) | Total Sum (previous year) |
|---------------------|-------------------------------------------------------------------|----------------------------------------|------------------------------|
| Friday 12 January | Sunny (Cloudy) | 51,014 (43,963) | |
| Saturday 13 January | Sunny, later rain then occasional snow (Rain, later cloudy) | 95,081 (73,343) | 146,095 (117,306) |
| Sunday 14 January | Sunny (Cloudy, later rain) | 83,978 (62,128) | 230,073 (179,434) |

* The number of participants includes visitors, exhibitors and officials.

| | |
|-----------------------------------|-----------------------|
| No. of Exhibitors | 378 (341 in 2023) |
| No. of Vehicles on Display | 893 (789 in 2023) |
| No. of Booths | 4,329 (3,904 in 2023) |

| | |
|----------------------------------------------------|---------------------------|
| Live Streaming Views (Japanese and English) | 295,412 (184,067 in 2023) |
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TOKYO AUTO SALON 2024

About the Show

Venue

Makuhari Messe International Convention Complex
(Int'l Exhibition Halls 1-11, Int'l Conference Hall, Event Hall and Outdoor Arena)
Makuhari Messe Co., Ltd. (2-1 Nakase, Mihama-ku, Chiba City, Chiba)

Dates

| | |
|---------------------|------------------------------------------------------------------------------------------------------------------------|
| Friday 12 January | 9:00am – 7:00pm Business Day (open to media and industry insiders) 2:00pm – 7:00pm (open to premium ticket holders) |
| Saturday 13 January | 9:00am – 7:00pm (open to the public) |
| Sunday 14 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.; SAMOURAI; Mizuno Corporation; Initial D/MF GHOST; and LIFEGUARD

Special Partners

Makuhari Messe and SAN-EI Corporation

Partners

ASEA Division; JAWA Division; and JASMA

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

www.tokyoautosalon.jp/2024/en/media/

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* Anyone who obtained a media pass must send us (a copy of) the publication with the TAS 2024 coverage on.
Failure to do so may result in denial of your future accrediting opportunities.

MEDIA ENQUIRIES

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