



TOKYO AUTO SALON
2024

MEDIA RELEASE

2 October 2023
Tokyo Auto Salon Association

The Annual Custom Car Extravaganza
TOKYO AUTO SALON 2024
takes place on 12-14 January at Makuhari Messe

Tokyo Auto Salon Association (Shinjuku-ku, Tokyo) is pleased to announce that “TOKYO AUTO SALON 2024”, one of the world’s largest custom car and car-related product shows, takes place over the three-day period from Friday 12 January to Sunday 14 January 2024 at Makuhari Messe International Convention Complex.

Inaugurated in 1983 as “Tokyo Exciting Car Show”, 2014 will mark the 42nd edition of TOKYO AUTO SALON. The first distinctive feature of the show is the spectacular sight of vehicles filling the vast hall that takes up the entire Makuhari Messe. All those unique custom cars are the result of creativity and ingenuity of the exhibitors who all prepared for the “annual custom car extravaganza” with their best efforts. TOKYO AUTO SALON also embraces a lot of booths not only showcase their products but sell a variety of parts and goods, giving you the enjoyment of shopping as well. We also offer a wide range of entertainment programmes, including racing car demo runs at the outdoor arena and live stages featuring a gorgeous line-up of performers.



TOKYO AUTO SALON, held at the beginning of each year, has garnered much attention both domestically and internationally as a mega-event packed with the custom trends of the year. The increase in the number of exhibitors and diversification has been leading to a gradual change in the show content and its presence. In recent years it serves as a platform where many automakers have a press conference to unveil their new vehicles and make announcements of their motorsport activities for the year.

Another topic is our participation in “[JAPAN MOBILITY SHOW 2023](#) (JMS, formerly known as Tokyo Motor Show)” taking place at Tokyo Big Sight between 26 October and 5 November (*). This will be our second participation since 2019 as part of bilateral cooperation with JMS. This is an initiative designed to make more people aware of the fun of custom cars while advancing efforts towards achieving the common goal of further development in the automotive industry. Starting on 27 October, Special Invitation Day/Preview Day, tickets for TOKYO AUTO SALON 2024 go on pre-sale at our booth while tickets offered to the public will commence online on 6 November on the [TAS website](#) (SAN-EI Ticket Service). Details on the ticket sales are shown on the [TAS website “TICKET” page](#). *JMS is open to the public from 28 October.



Those wishing to cover JAPAN MOBILITY SHOW 2023 need to make a press registration on the [JMS website](#).
Press Days are scheduled for 25 October (8am - 6pm) and 26 October (8am - 1pm).

* The information on this release is true and correct as of 02/10/2023 and is subject to change.



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)

Special Partners

Makuhari Messe and SAN-EI Corporation

Partners

ASEA Division; JAWA Division; and JASMA

Admission

	Date	Show Hours	Online Purchase	At the Door
Premium Ticket	Fri 12 Jan	2:00pm – 7:00pm	* good for Friday 2pm - 7pm ¥4,000	Sama-day tickets might be sold, subject to online ticket sales.
General Ticket	Sat 13 Jan	9:00am – 7:00pm	* good for any one day as shown on the ticket ¥3,000	Sama-day tickets might be sold, subject to online ticket sales.
	Sun 14 Jan	9:00am – 6:00pm		

*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.

Details on the ticket sales are shown on the [TOKYO AUTO SALON website "Ticket" page](#).

Tickets go on sale online on TOKYO AUTO SALON website (SAN-EI Ticket Service) starting on 6 November at 10am JST.

Ticket go on pre-sale at JAPAN MOBILITY SHOW 2023 "TOKYO AUTO SALON Booth" on 27 October.

- Purchasers will receive a giveaway as an exclusive privilege.
- Pre-sales are available on-site at JMS only starting on 27 October at 9am and ending on 5 November at 6pm.

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

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

ID: autosalon Password: tas2024

IMPORTANT NOTICE on MEDIA REGISTRATIONS

Those wishing to cover TAS 2024 **must apply online in advance to undergo accreditation process**. Registrations are scheduled to begin in early December (end in late December). **No onsite registrations will be accepted.**

Freelancers are required to submit additional documents as attachments when making an application online. Please check the TAS website [Media page](#) in advance and get prepared accordingly.

MEDIA ENQUIRIES

Tokyo Auto Salon Public Relations

E-mail: pr@tokyoautosalon.jp