



MEDIA RELEASE

10 January 2025
Tokyo Auto Salon Association

Dates Confirmed for TOKYO AUTO SALON KUALA LUMPUR 2025

Tokyo Auto Salon Association (Shinjuku-ku, Tokyo) is pleased to announce that "TOKYO AUTO SALON KUALA LUMPUR 2025" takes place in 8 -10 August 2025 at the Malaysia International Trade & Exhibition Centre (MITEC).

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 10/01/2025 and is subject to change.

<https://www.tokyoautosalon.jp/2025/>





FOR IMMEDIATE RELEASE

DATE: 10 January 2025

AUGUST DATE FOR AN EVEN MORE EXCITING 2025 TOKYO AUTO SALON KUALA LUMPUR

Planned to be bigger, better and even more exciting, Tokyo Auto Salon Kuala Lumpur will return for the third successive year from **8-10 August 2025** to be held at the prestigious Malaysia International Trade & Exhibition Centre (MITEC).

Envisioned to extend to car enthusiasts and fans double the excitement, Tokyo Auto Salon Kuala Lumpur is preparing to welcome 100,000 visitors in 2025 with a vast range of displays, interactive programs and activities. This will include stage performances, on-ground motoring activities, car club meets, celebrity appearances and many more.

Celebrated as the only show outside of Japan, Tokyo Auto Salon Kuala Lumpur is licensed and modeled directly after the world famous annual Tokyo Auto Salon in Japan. The show is hosted in Malaysia by Element X Strategies as the Sole Official Licensee in collaboration with San Ei Corporation as the owner of the Tokyo Auto Salon intellectual property, and the Tokyo Auto Salon Federation.

"A lot of emphasis has been placed on creating activities around the main attraction which is the car displays. Unlike the sheer size and popularity of the show in Japan, Tokyo Auto Salon Kuala Lumpur is relatively smaller and therefore in order to sustain and grow interest, the emphasis moving forward is to continue to ensure that visitors are rewarded with a fulfilling experience while maintaining the same quality and standards exhibited by the show in Japan," said Element X Strategies Director and Chief Executive Officer Jason Yap.

"The presence and participation of Japanese tuners and exhibitors remains an integral part of the show and we hope that we can attract even more companies to participate in Tokyo Auto Salon Kuala Lumpur."

The 2024 Tokyo Auto Salon Kuala Lumpur was held from 8-10 November and had received a total of 93,000 visitors, including from neighbouring and regional countries like Singapore, Indonesia, Brunei, Thailand, China and Japan. The three-day event proved to be a huge success with more than 300 top tier tuned cars displayed at the show.

A lot of new ideas and initiatives were implemented in 2024 to ensure the success of the show. This included a new and more systematic ticketing system which prevented long queues from forming enabling uninterrupted entry into the display halls. Online ticket sales were also promoted early to extend savings for early bird purchasers.

New ideas undertaken included the introduction of a Black Tag access which offered VVIP and VIP visitors a more exclusive passage into Tokyo Auto Salon Kuala Lumpur. This included privileges such as complimentary valet parking service, exclusive limited edition merchandise and all-day access into a private lounge with free flowing beverages.



In collaboration with die cast model maker Inno 64, Tokyo Auto Salon Kuala Lumpur also introduced three exclusive and limited edition 1/64 models which proved to be a huge hit with visitors and die cast collectors as all models were sold out. Tokyo Auto Salon Kuala Lumpur 2024 official merchandise also offer fans an extremely diverse and exciting range of apparels and accessories that include-neck t-shirts, retro collared t-shirts and round neck t-shirts among others depicting unique graphics of some of the more iconic JDM models such as the R33, R34 and R35 Nissan GT-Rs, Honda Civic FK8 and FL5 Type R, Mitsubishi Evo X, and Toyota AE86 and Supra, etc.

Also held for the very first time was also a live car auction whereby visitors were able to bid for several exclusively modified cars.

The biggest attraction at Tokyo Auto Salon Kuala Lumpur 2024 however, was the lucky draw that offered the grand prize of a Honda Civic FK8R Type R Mugen! This giveaway was a collaboration between Element X Strategies as the Sole Official Licensee of Tokyo Auto Salon Kuala Lumpur and The House of Type R, and was open to all ticket holders. This proved to be a life changing experience for one individual and his family who won the car that was valued over RM300,000.

A second car give away was also organized by one of the exhibitors at Tokyo Auto Salon Kuala Lumpur 2024 - YRN Customs - that presented a modified BMW E36 325i four-door sedan to the lucky winner.

The highlight at Tokyo Auto Salon Kuala Lumpur 2024 continued to be on the arrival of specially-flown in vehicles from tuners in Japan and the opening of several sales booths by Japanese exhibitors that included San Ei Corporation, Option magazine, Tomica, Trust/Greddy and Veilside.

Vehicles on display included two prized Nissan GT-Rs from renowned builder Top Secret, the HKS R35 NEO GT1000+ CONCEPT, KUHLE RACING's 2024 Edition wide bodied R35 Nissan GT-R, ARTISAN SPIRITS' Black Label LC500GT wide body, the Veilside FFZ 400, Trust/Greddy RZ34 Pandem Nissan 400Z and Air Force Suspension Japan's Honda NSX.

Tokyo Auto Salon Kuala Lumpur 2024 also grew significantly in floor space and activities that included other activities such as an auto styling competition; a gathering by car clubs; a racing simulator challenge; an audio competition; and stage performances.

For more information and enquiries, visit www.tokyoautosalonkl.com or visit the Tokyo Auto Salon Kuala Lumpur social media platforms on Facebook, Instagram and Tik-Tok.

(Issued on behalf of Tokyo Auto Salon Kuala Lumpur by HIT Communications. For more information or enquiries kindly contact Harris Iskandar Taib at hitcommunications@yahoo.com or +6019-2711609)