



TOKYO AUTO SALON **2025**

MEDIA RELEASE

1 October 2024
Tokyo Auto Salon Association

The Annual Custom Car Extravaganza TOKYO AUTO SALON 2025 takes place on 10-12 January at Makuhari Messe

Tokyo Auto Salon Association (Shinjuku-ku, Tokyo) is pleased to announce that "TOKYO AUTO SALON 2025", one of the world's largest custom car and car-related product shows, takes place over the three-day period from Friday 10 January to Sunday 12 January 2025 at Makuhari Messe.

Inaugurated in 1983 as "Tokyo Exciting Car Show", 2025 will mark the 43rd edition of TOKYO AUTO SALON. The highlight of the show is undoubtedly the cars filling the vast hall that take up the entire Makuhari Messe which you must be glued to. All those cars are the result of creativity and ingenuity of the exhibitors who all prepared for the day including everything from tuning and dress-up cars for hard-core fans, to light custom for beginners, and even increasingly popular outdoor models, making for a lineup worthy of the "annual custom car extravaganza". TOKYO AUTO SALON also embraces a lot of booths not only showcase their products but sell a variety of parts and goods, giving you another enjoyment of shopping. We also offer a wide range of entertainment content, including racing car demo runs at the outdoor arena and live stages featuring a gorgeous line-up of performers, making it a gigantic event that cater for enthusiasts, families and casual fans alike.



TOKYO AUTO SALON, the epicenter of the latest custom trends, has seen a gradual change in show content and its presence in recent years due to the increase in the number of exhibitors and diversification of content. As it is also the first major event of the year for the automotive industry, it now serves as a platform where many automakers have a press conference to unveil their newly developed models and make announcements of their motorsport activities for the year, which become a major focal point in automotive-related news.

With the growing popularity of custom cars overseas, TOKYO AUTO SALON has evolved into a gathering for car enthusiasts from around the world. Since the 2000s, shows bearing the name AUTO SALON have been held abroad, serving as a catalyst for the widespread recognition of Japan's custom car market globally.

Tickets for the 2025 show will go on sale online on the 1st of November at 10am JST. Details on the ticket sales are shown on the TAS website [TICKET page](#).



▲ Tokyo Int'l Custom Car Contest 2024
Grand Prix Winner
GR 86 Carbon Spec / Drift
entered by Kazama Auto Services

◀ Previously held
TOKYO AUTO SALON 2024

* The information on this release is true and correct as of 01/10/2024 and is subject to change.

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





TOKYO AUTO SALON 2025

About the Show

Venue	Makunari Messe (Int'l Exhibition Halls 1-11, Int'l Conference Hall, Event Hall and Outdoor Arena)		
Dates	Friday 10 January	9:00am – 7:00pm (Business Day open to media and industry insiders) 2:00pm – 7:00pm (open to premium ticket purchasers)	
	Saturday 11 January	9:00am – 7:00pm (open to the public)	
	Sunday 12 January	9:00am – 6:00pm (open to the public)	
Organizer	Tokyo Auto Salon Association (TASA)		
Supporters *TBC	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 Division		

	Date	Show Hours	Online Purchase (advanced)	At the Door
Admission	Premium Ticket	Friday 10 January	2:00pm – 7:00pm ¥4,000	Same-day tickets might be sold online, subject to advanced ticket sales. No tickets will be sold at the on-site box office in any case.
	General Ticket	Saturday 11 January	9:00am – 7:00pm	
		Sunday 12 January	9:00am – 6:00pm ¥3,000	

* e-tickets only (iOS/Android smartphone required), online purchase only.

* Children 12 and under gets free admission (must be accompanied by a parent/guardian).

Details on the ticket sales are shown on the [TOKYO AUTO SALON 2025 website TICKET page](#).

Tickets go on sale online on the TOKYO AUTO SALON 2025 website (SAN-EI Ticket Service) starting 1 November at 10am JST.

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

www.tokyoautosalon.jp/2025/en/media/

ID: autosalon Password: tas2025

IMPORTANT NOTICE on MEDIA ACCREDITATIONS

Those wishing to cover TAS 2025 **must apply online to undergo accreditation process**. Registrations are scheduled to open between early December and late December on the TAS website [Media page](#). **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 < pr@tokyoautosalon.jp >

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

