# TOKYO AUTO SALON 2025 EVENT REPORT



# Greetings

Firstly, we would like to take this opportunity to express our sincere gratitude to you for your participation and commitment to TOKYO AUTO SALON 2025.

The 43rd TOKYO AUTO SALON took place at Makuhari Messe's occupying the entire Convention Complex - International Exhibition Halls 1-11, Event Hall, International Conference Hall and Outdoor Arena. During the three days, the 2025 show had more than 250,000 participants, including many general visitors, and it was successfully brought to a close. We very much appreciate that the achievement is due entirely to your cooperative efforts.

We hereby provide a report on the 2025 show along with the results of visitor survey questionnaire. The results show visitor profile including their lifestyle with cars and current trends of how they get their cars tuned up/dressed up. We would be happy if the report could contribute to your future business endeavours.

TOKYO AUTO SALON keeps serving as a driving force to enrich the Japanese custom car culture, and continues unremittingly with our efforts to be the best auto show in the world. We are always striving to improve the show to cater for exhibitors and visitors alike. Thank you in advance for your support and encouragement to the show to stay engaged.

We would love to see you again at TOKYO AUTO SALON 2026 scheduled for January 9 - 11 at Makuhari Messe.

March 2025

Jun'ichi Fukui Executive Director Tokyo Auto Salon Association

### About the Show \_\_\_\_\_

Name of the Show : TOKYO AUTO SALON 2025		
Dates : 10-12 January 2025		
Venue : Makuhari Messe		
2-1 Nakase, Mihama-ku, Chiba-city, Chiba		
(Int'l Exhibition Halls 1-11, Event Hall, Int'l Conference Hall and Outdoor Arena)		
Show Hours :		
<ul> <li>Fri, 10 Jan</li> <li>9:00am – 7:00pm (Business Day open to media and industry insiders)</li> <li>2:00pm – 7:00pm (specially open to premium ticket holders)</li> </ul>		
*Those aged 18 and younger are not allowed to enter on Friday 9am – 2pm.		
Sat, 11 Jan 9:00am – 7:00pm (open to public)		
Sun, 12 Jan 9:00am – 6:00pm (open to public)		
Admission :		
Fri 10 Jan ¥4,000 (tax included)		
Sat 11 and Sun 12 Jan ¥3,000 (tax included)		
*E-tickets only, online purchase only.		
*Kids aged 12 and under accompanied by a parent/gurdian get free admission.		
*Discount for visitors with disabilities available.		
Organizer : Tokyo Auto Salon Association (TASA)		
Supporters : Chiba Prefecture; Chiba City;		
Nippon Auto Parts Aftermarket Committee (NAPAC);		
Japan Automobile Manufactures Association, Inc. (JAMA);		
and Japan Automobile Federation (JAF)		
Sponsors : TOMY COMPANY, LTD.; marie claire; Mizuno Corporation;		
Amazon Japan G.K.; Red Bull and SNPIT		
Special Partners : Makuhari Messe and SAN-El Corporation		













### **POST-EVENT REPORT**

# **FANS meet CUSTOM CARS** The energy of 258,000 attendees filled the air for three exhilarating days!



### Unwavering Passion for Custom Cars Global Spotlight on the Cutting Edge of Japan's Custom Car Culture

TOKYO AUTO SALON 2025 surpassed the previous year, attracting a total of 258,406 visitors. Each day recorded attendance exceeding 100% compared to the previous year, with Friday's increase being particularly notable at 125.4%. Although Friday is designed as Business Day with no entertainment content such as live performances or demo runs, the large turnout from 2pm—when the special public opening began—indicates the presence of passionate core fans eager to purely enjoy cars.

Furthermore, the number of overseas visitors increased even more compared to the previous event. The global popularity of Japanese cars remains strong, and Japan's custom car culture continues to be highly regarded internationally. TOKYO AUTO SALON, where the latest trends converge, reaffirmed its status as a must-see event for car enthusiasts worldwide. Additionally, in 2024, overseas AUTO SALON were held in Thailand and Malaysia, attracting not



only local attendees but also visitors from neighbouring countries. We believe these promotional efforts contributed to the rise in international visitors.

As part of our initiatives to expand our global reach, we invited leading influencers from various countries to participate as "Official Influencers". Through their unique perspectives, they shared the excitement of TOKYO AUTO SALON with approximately 18 million followers, successfully delivering "the forefront of the Japan's custom car culture" to a global audience.

#### Number of participants

Total participants over the three days **258,406 Sun, Jan 12** 9:00am - 6:00pm **92,249 Sat, Jan 11** 9:00am - 7:00pm **53,982 53,982** 

### **POST-EVENT REPORT**

The vehicles on display reflected a broad spectrum, from the latest custom aligned with current trends such as modified newly released cars and EVs, to restoration projects and neo-classic custom builds that pay homage to automotive history. Each exhibitor presented their vehicles based on distinct concepts, but a common theme resonated throughout: "fun to drive". While the purposes of driving vary from daily commuting to circuit racing, exhibitors' desire for attendees to enjoy their cars was strongly conveyed at TOKYO AUTO SALON.

TOKYO AUTO SALON 2025 was not only about showcase—it also featured a range of highly engaging content. The outdoor demo run thrilled audiences with an F1 car demonstration, the first since 2006. "AUTO SALON SPECIAL LIVE" performances and the newly launched "e-SPORT EXPERIENCE" from the previous year drew packed crowds, making the event a true extravaganza.

We will continue to enhance our content to ensure greater satisfaction for both visitors and exhibitors alike. Our goal remains to create an even more attractive event that is exciting for all automotive enthusiasts.

Figures on exhibitors	
Number of exhibitors	389
Number of vehicles on display	857
Number of booths	4,336
Fee-charging booths Booths dedicated for vehicle display	3,976 180



### **Media Attendance**

A cumulative total of 538 media outlets and 1,981 journalists covered the event over the three days. Global exposure is also returning, with 61 media from overseas.



Date	10-12 Jan	
Category	No. of titles	No. of visitors
Television	41	100
Radio	13	19
News Agency	13	18
Newspaper	21	44
Industry-specific Publication	45	92
Automobile-related Publication	138	556
Magazine	19	31
WEB	174	1,010
Overseas Media	61	94
Other	13	17
Total	538	1,981

### PHOTO REPORT



































### PHOTO REPORT





















### **OFFICIAL INFLUENCERS**

## Creators with global influence have been appointed as TOKYO AUTO SALON Official Influencers, bringing the excitement of the show to 18 million followers.

**TOKYO AUTO SALON attracts** many international visitors and has expanded globally in recent years, with overseas editions held in various countries. For the 2025 show, as part of our initiative to drive global recognition to new heights, we invited prominent automotive influencers from around the world to serve as TOKYO AUTO SALON Official Influencers.

Each influencer showcased the unique appeal of TOKYO AUTO SALON in their own style, reaching a combined audience of approximately 18 million followers. Throughout the event, including the lead-up and post-show period. over 100 social media posts were shared across platforms like Instagram, TikTok and YouTube. These posts generated significant engagement, particularly in English and Chinise speaking regions and Southeast Asia.



🗗 🕨 YouTube 👩 微博 Social media platforms to share the posts **O** d'  $\mathbb{X}$ 



Widely recognized beyond car enthusiasts as a "real car freak"



An influencer promoting JDM culture across Asia while managing a hotel business in Thailand



Abdullah

An engineer and the creator of Pushing Pistons, sharing the excitement of the industry from the U.S.



Leoleo

With an impressive 9 million followers, he is a leading influencer in China's automotive and tuning industry.



Larry Chen

A highly acclaimed U.S. photo grapher, widely recognized for his work with automotive magazines and major events worldwide.



ECHO

A drift influencer widely recognized not only in China but also within the Japanese automotive industry.



**Piston Nishizawa** 

His wide-ranging activities, car pundit, racing driver and radio DJ, make him a beloved figure among automotive enthusiasts.



Maaya Orido

The second daughter of Manabu Orido. An influencer who shares the excitement of car culture with younger generations.

### e-SPORT EVENT

## Incorporating unique virtual elements, it has evolved into a one-of-a-kind e-sport programme, offering an even more excitement than the previous year.



Building on the success of last year's e-SPORT EXPERIENCE, which served as a bridge for creating automotive culture, we once again hosted the event this year under the licences of Gran Turismo 7 and Street Fighter 6. This year, with the sponsorship of Mitsubishi UFJ Bank and the support of the Japan esports Union (JeSU), we enhanced the event by expanding booths, displaying an F1 car, optimizing the layout of the gaming equipments for visitors, and improving overall flow to provide an even better experience. Just like last year, the event took place at the Convention Hall. Visitors were able to enjoy free access to stage programmes and experience the latest e-sport.

Additionally, with the support of renowned figures from various industries, we strengthened pre-event promotions, attracting a large number of fans to attend. The fierce competition among professional gamers, combined with unique virtual elements, elevated the event into a one-of-a-kind e-sport programme where intensity and entertainment coexisted. Although the live stream views were spread out due to similar events held on the same day, many viewers participated in the chat, and the online engagement surpassed last year's excitement.

All stage content was broadcasted live on Auto Salon TV, reaching a viewership far exceeding the number of visitors at the venue.





### AUTOBACS JEGT GRAND PRIX 2024 SERIES Supported by GRAN TURISMO ROUND.FINAL



The final round of the JEGT, Japan's premier e-motorsport league, was held at TOKYO AUTO SALON. With a total prize pool of 5 million yen, the tournament featured many participants with experience in world championships. Amidst a large crowd of spectators, the Grand Champion was crowned. The event concluded with a spectacular award ceremony, marking the finale of the 2024 season.

### TOKYO FIGHT SALON 2025 by Street Fighter 6



As part of the initiative to connect automotive fans with e-sport enthusiasts, we held the Street Fighter 6 tournament once again, following last year's success. In addition to popular professional gamers, streamers and cosplayers also participated. The event attracted a large number of visitors, particularly fans of the competitors. Furthermore, the event's strong synergy with live streaming created excitement both at the venue and online.

### **OUTDOOR ARENA**

# DEMO-RUN Honda F1 Demo Run

The Motorsport Demo Run at the outdoor arena is one of the signature content of TOKYO AUTO SALON, featuring an exciting lineup of vehicles, including the thrilling drift of D1 and rally car, to create an electrifying atmosphere.

Two legendary F1 cars were on the lineup for this year's Motorsport Demo Run. This is the first F1 car's appearance at TOKYO AUTO SALON since 2006. The first car to appear was the McLaren Honda MP4/5, which dominated the 1989 F1 World Championship with 10 wins in 16 races, securing both the Drivers' and Constructors' titles. This is the car from the peak of Japan's F1 boom, it attracted not only dedicated F1 fans but a large crowd of visitors packed the outdoor arena from the morning. Although it was limited to engine fire-up, the powerful roar of its V10 engine echoed throughout the venue, captivating the audience.

The other car was the Honda RA272, which competed in the 1965 F1 World Championship and secured Honda's historic first F1 victory. Former F1 driver Takuma Sato took the wheel for this special occasion. The demo run took place on a specially designed track named the "Tokyo Auto Salon Street Circuit", which stretched from the west car park of Makuhari Messe to the outer perimeter road of the International Exhibition Hall. As the RA272 roared down the track with the thunderous sound of its V12 engine, Sato delivered an aggressive drive, drawing applause and cheers from the spectators.



### Other Motorsports Demo Run at Outdoor Arena



D1GP



ΤΟΥΟΤΑ



Hyundai



**TOYO TIRES** 

### ENTERTAINMENT





### **MUSIC LIVE**

TOKYO AUTO SALON SPECIAL LIVE is another hugely popular entertainment programme featuring luxurious performers - from legendary idols to today's hottest singers, a total of nine acts over two days - that makes the Event Hall come alive. The 2025 show saw even more excitement, with so many visitors heading to the Hall to form a long queue early in the morning.



### **STAGE CONTENT**

At the Event Hall, in addition to the annual Race Ambassador Award 2024 ceremony, Tokyo International Custom Car Contest 2025 award ceremony and D1 Grand Prix 2024 award ceremony, we hosted Opening Ceremony and Tokyo Auto Salon Costume Award. The live performance of the TOKYO AUTO SALON 2025 promotional girls "A-class" also took place, adding a glamorous touch to the stage content.

Online

AUTO SALON

### **Online AUTO SALON**

## **Customize every day!** The ultimate TOKYO AUTO SALON portal, streaming live to the world.

Auto Salon TV brought the excitement of the show to audiences with live streaming straight from the venue. Covering everything from exhibitor booths to Event Hall and Outdoor Arena, we delivered bilingual (Japanese & English) broadcasts from across Makuhari Messe. Before the show, we featured exclusive content, including messages from live performers and student-led CEO interviews. Archives are also available, which can be viewed on the Auto Salon TV page on ONLINE AUTO SALON or on YouTube.

### **Vertical Video Streaming**

On Saturday, we filmed the booths of all exhibitors registered for Online Auto Salon and shared the content as vertical videos. The footage were also distributed on Instagram and TikTok.





### Tokyo International Custom Car Contest 2025



The annual "Tokyo International Custom Car Contest" is an honourable competition where vehicles on display at TOKYO AUTO SALON can make an entry, and fans vote for their favourite one. The cars entered this year are all cool as usual. Let's have a look at this year's categories' best!

#### Eligibility for Participation

Any vehicle taken part in TAS 2025 except purpose-built racing cars/past contest winners are eligible for an enty into the contest.

#### How the Winners Get Chosen

#### Three winners in each category are determined by the visitor vote, conducted online between Friday 10 at 2pm and Saturday 11 at 7pm, of which the top winner is chosen as the category's best.

#### **Contest Categories**

The contest has eight awards categorized according to how the car has been tuned/cus-tomized to the task it was intended to perform rather than the type of base vehicle by birth.

#### How the Grand Prix Get Chosen

TAS makes the eight top winners' photos accessible on our website, and calls for the post-show online fan vote to choose one for the best - Custom Car Grand Prix of the year.

### Winners in Each Category

#### Best Concept Car Awardee

GR Yaris M Concept entered by TOYOTA GAZOO Racing / Landcruiser BASE



Best Concept Car Award recognizes the most outstanding concept car of the year based on either an original vehicle manufactured in an inventive approach or a production car-based vehicle heavily modified to achieve performance improvements as well as distinctive interior/exterior appearances, thus meant to be an advocator of a radically new concept. Cars

#### Best Dressed-up Minivan/Wagon Awardee

#### T-product LEXUS LM entered by AME Wheels (Kyoho Corporation)



Best Dressed-up SUV Awardee

Best Dressed-up Minivan/Wagon Award recognizes the most outstanding dressed-up minivan/wagon of the year designed to achieve both performance improvements and stylistic fineness as a desirable minivan/wagon/commercial vehicle. The key criteria for consideration are enhancement in the accessibility of the utility space, ingenious ideas for dress-up and as to how well-finished overall.

#### Best Tuned Car Awardee

#### Matsukiyo KOKU 3-rotor NA-7 by RE Amemiya

entered by RE Amemiya



#### TOKYO MTERATIONAL CUBITOM CAR 2025 CRAND PRIX

Best Tuned Car Award recognizes the most outstanding street-legal tuned car of the year that has been modified mainly to produce even more power.

#### **Best Dressed-up Sport Car Awardee**

#### KUHL 34ZR-GTWR SPEC-D entered by KUHL JAPAN



Best Dressed-up Sport Car Award recognizes the most outstanding dressed-up sport car of the year designed to achive both performance improvements and stylistic fineness as a desirable sport car/coupe. The key criteria for consideration are excellence in exterior/interior design, technique and ingenious ideas for dress-up, and as to how well-finished overall.

#### Best Dressed-up Sedan Awardee

ALESS CENTURY COMPLETE WL entered by ALESS / ROZEL



Best Dressed-up Sedan Award recognizes the most outstanding dressed-up sedan (saloon) of the year designed to achive both high performance and stylistic fineness, of which performance improvement as a desirable sedan is the primary focus. The key criteria for consideration are dress-up excellence in appearance, enhancement in the comfort of the cabin, ingenious ideas for dress-up and as to how well-finished overall.



Best Dressed-up SUV Award recognizes the most outstanding SUV of the year designed to achieve both performance improvements and stylistic fineness as a desirable SUV. The key criteria for consideration are enhancement in the accessibility of the utility space, ingenious ideas for interior/exterior appearances and as to how well-finished overall.

#### **Best Dressed-up Compact Car Awardee**

#### Monster EK X entered by Shizuoka Professional College of Automobile Technology Sports



#### Best Imported Car Awardee

#### LB Silhouette WORKS GT Miura



Award recognizes the most outstanding compact car (light motor vehicle) of the year designed to achieve both performance improvements and stylistic fineness as a desirable k-car/compact car. The key criteria for consideration are improvement of driving performance and utility, ingenious ideas for dress-up and as to how well-finished overall.

Best Dressed-up Compact Car

Best Imported Car Award recognizes the most outstanding street-legal imported car of the year designed to achieve both performance improvements and stylistic fineness as a desirable imported car. Any category of base vehicle is acceptable. The key criteria for consideration are tuning excellence in engine and suspension, enhancement in the accessibility of the utility space, ingenious ideas for dress-up and as to how well-finished overall.

entered by LibertyWalk

a MUDRON G

### VISITOR PROFILE





### Venue Overview





### FLOOR PLAN, EXHIBITOR LIST





#### Exhibitors List West

Hall 1
AutoExe Inc.
BLITZ
EXEDY Corporation
FUJITSUBO
HKS
ings
Japan Automobile Federation (JAF)
Kansai SERVICE
keni toys
LEG MOTOR SPORT
MAKE UP CO., LTD KUSAKA ENGINEERING
MINI GT
Mitsubishi Motors
Nogami Project
Project Mu
RE Amemiya
RE Amemiya Overseas Division
Restore-Parts.com
Rotary Exhibition 2025

TRUST
UP GARAGE
VARIS
YOKOHAMA
YOKOHAMA WHEEL
Hall 2
Abe Shokai Ltd. (BILSTEIN / EIBACH / NOKIAN / GTRADIAL / ASFORGED / MAK)
Alpine
BLOW & TARBOW
Car Factory NEXUS
CIRCUIT & DREAMS CLR
CLEIB
CLS / PANDORA
CREWCH
Defi Nippon Seiki Co., Ltd.
EURO SPORTS
FORTE
HASHIMOTO Corporation
KARZ
Kurumadoh Custom Factory
Minicar Shop ROUTE

NEUTRALE
Nissan Motor
OMD produce kamiya motors
RAYS Co., Ltd.
ROHAN IZAWA ART DESIGN
Shiba Lining Japan
SPEED FORME
T. R. A. KYOTO
TAKAHIRO Inc.
TOP SECRET
Hall 3
AERO OVER
Auto Labo Racing
BRIDGESTONE
Chemical Jamm
CS Auto Dealer Inc.
ELFORD
FUELFEST JAPAN
GONESH
Gulliver
KADAN Automotive Technical College Sendai
Newtowe laws Co. 144
Kamiwaza-Japan Co., Ltd.

KIMBLADE JAPAN
M Sport
NAPAC Joint Booth
ABA Inc.
Axell auto
BRIDE
CARBON-izm
CRIMSON, INC.
CUSCO
edirb
ENDLESS ADVANCE Co., Ltd.
ENKEI Corporation
GTNET Inc.
HAL springs
HPI - Competition Gear
HPI-EVOLVE
KYB Corporation
LAILE
NAPAC / ASEA · JAWA · JASMA
NAPAC AP82
OGURA CLUTCH Co., Ltd.
OKUYAMA Co., Ltd.

RACING GEAR	
rosso MODELLO	
Smart / DTE SYSTEMS JAPAN	
TONE ALPHA	
TOPY Enterprises, Limited	
WinmaX	
WorksBell	
optionland	
OUTCLASS	
ROAD HOUSE	
SANCTUARY	
Works	

### FLOOR PLAN, EXHIBITOR LIST



#### Exhibitors List Central

Hall 4 326 POWER 3D Print lab air-j ALESS / ROZEL AUTOONE CAMPER AWIN **B-DASH Body Line** DELTA DIRECT DUNLOP Dynasty inc. ECU MASTER×VERTEX×L.R.S Factory FOREST **GP SPORTS** Honda / MUGEN IFUU.co.jp Ignition Model JAOS JSR PERFORMANCE JAPAN Kazama Auto Services Kirimojiya

KTC Kyoto Tool Co., Ltd. LOVE LARK Mishima Daihatsu NAGAO TECHNO NATS Nihon Automobile College Number7 Racing Products / TTR\_CNC OGUshow OLIVE **REWITEC® RIKO STYLE** Rocky 2 Shizuoka Professional College of Automobile Technology Sports **Smile Factory** SPEC PLANNING Co., Ltd. SPHERE LIGHT ST-garage **Stanley Electric** Stealth SUPERSTAR Co., Ltd. TEIN & CASTROL Trilight Development Limited URAS Valenti × AlphaRex

VERTEX / T and E Co., Ltd. weds WISE SOUARF World Market Hall 5 ALPINE STYLE AMJ OVER LAND Auto Service Kanki AUTOBACS AVANZARE, M-A STYLE / Shimura Kougyo / 502FACTORY CARSTYLE Hassui Dojo KUHL & VRARVA KUHL JAPAN Manabe Motors MID WHEEI S MONZA JAPAN × KOSEL Nissan Service Center Co., Ltd. odula ÖHLINS SARD SEV TOKYO AUTO SALON 2025 Official Goods Shop

UI vehicle welc Hall 6 A PIT AUTOBACS AIMGAIN AME Wheels (Kyoho Corporation) ASTRO PRODUCTS Auto Gauge **BEYOND JAPAN / fusion from Spiegel BLAST TRAIL** CABANA / Speedhack Store **CAMSHOP.JP** CARICH CRS / ESSEX D.A.D DIXCEI GARAGE ACTIVE Garage Echigoya GMG / DOUBLE EIGHT K-BREAK K's Co., Ltd. K's Meter & Select KANTO Industrial College

HALL

5

6

C Centra

Kazuki Auto BUAN JAPAN KEN-1 HAYASHIBE Car Illustration Ken'z CRAFT KLC LEGANCE M'z SPEED MAX ORIDO MAZDA / MAZDA SPIRIT RACING MDN Madonna PORMIDO PRO SHOP WAVE RIDE+TECH RINEI STYLE14 Tiger Auto TIST Tsukuba Institute of Science & Technology TSD Styling / T-style Auto Sales / TRINITY / CAR EXPERT WiZ Int'l Information Engineering and Automobile College ZEAL (PRO-STAFF)





### FLOOR PLAN, EXHIBITOR LIST



**Toyota Industries Corporation** VALINO TIRES Wangan BASE YOKOHAMA / Maniwa Speed

### Zeknova Japan

elf

IBT BRAKE SYSTEM / How Fast

N-STYLE / JPTURBO / SHIRTSTUCKEDIN / SURPASS / DELTA

Nissan Automobile Technical College Aichi · Kyoto

KeePer Technical Laboratory

N's Stage×Jimny World

NOVITEC GROUP JAPAN

NGK Spark Plugs

**OBAYASHI Factory** 

OPTION / G-WORKS

L-tide

MARVELOUS

model LM

4x4 Engineering Service Inc. All in TUNING APFXi April 28 and November 28 are Car Wash Days AQM Company AZ Co., Ltd. b&v

TOYOTA GAZOO Racing / Landcruiser BASE

KAMIKAZE COLLECTION **KINOKUNI Enterprise KI INVEIW** LIQUI MOLY LOBSTER TOOLS Magical Fuse Musashi Holts NEXUSJapan / BlackBear NOCO PRO-STAFF PRO-STAFF (Car Wash Day) Racing Service Watanabe with CBY

Changzhou Xinyicheng Vehicle Parts Co., Ltd. Danyang Simai Auto Parts Co., Ltd. Fupower Co., Ltd. Guangdong Yagai Carbon Fiber Technology Co., Ltd. Guangzhou Cheyi Trading Co., Ltd. Guangzhou Hathaway Electronics Co., Ltd. Guangzhou Kaqidun Auto Accessories Co., Ltd. Guangzhou Tri-ace Tire Co., Limited Huizhou Greencity Light Co., Ltd. Hurong (Ningbo) Wheels Co., Ltd. Jiangsu Leipeng Zhao Ming Automobile Techology Co., Ltd. Ningbo Max Auto Parts Ltd. Ningbo Wheel Friends Auto Parts Co., Ltd.

North

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MR. HIRO CAR STUDIO MSY Garage MURJI AUTO **OEP222** PZ (JMC×PAMS) RaceChip Japan Rocky Auto Saitama Institute of Automotive Technology Seiko Sangyo / EXEA STAR Takasaki Jidousha Hanbai · CRAFT SPORTS The Check Shop Toyota Technical College Tokyo Veilside CO., LTD.

Yamaha Motor

**RAPTOR JAPAN** 

SAN-El Books