



TOKYO AUTO SALON 2026

MEDIA RELEASE

7 January 2026
Tokyo Auto Salon Public Relations

TOKYO AUTO SALON 2026 Press Conference Schedule

Press conferences will be held on Friday 9 January as follows. Please contact each exhibitor directly for further information.
The schedule below are subject to change. Fixed schedule will be posted on a bulletin board at the Media Centre.

Company	Exhibit as	Time	Venue	Booth No.	Live Stream @ Auto Salon TV
MR.HIRO CAR STUDIO *part 1 of 2	MR HIRO CAR STUDIO × ITALDESIGN	9:15~9:25	Hall 11 (North)	1102	
Toyota Motor Corporation	TOYOTA GAZOO Racing	9:30~9:50	Hall 9 (North)	960	○
MITSUBISHI MOTORS CORPORATION	MITSUBISHI MOTORS CORPORATION	10:00~10:30	Hall 1 (West)	110	○
BBS Japan Co., Ltd.	BBS Japan	10:00~10:15	Hall 8 (East)	803	
ISUZU A&S Co.,LTD	ISUZU A&S	10:00~10:30	Hall 11 (North)	1113	
Nissan Motor Co., Ltd.	Nissan / NISSAN Automobile Technical College	10:30~11:00	Hall 2 (West)	217	○
HONDA MOTOR CO.,LTD.	Honda/MUGEN	10:30~11:00	Hall 4 (Central)	432	○
Bridgestone	Bridgestone	11:00~11:30	Hall 3 (West)	338	
General Motors Ltd.	Chevrolet Corvette	11:00~11:20	Hall 6 (Central)	611	
SUBARU CORPORATION *part 1 of 2	SUBARU/ STI	11:00~11:30	Hall 7 (East)	718	○
AUTOBACS SEVEN.,CO.LTD	AUTOBACS	11:15~11:45	Hall 5 (Central)	516	
BYD Auto Japan Inc.	BYD	11:30~12:00	Hall 6 (Central)	633	
Toyo Tire Corporation	TOYO TIRES	11:30~12:00	Hall 8 (East)	807	
BMW GROUP Japan	BMW GROUP Japan	11:30~12:00	Hall 7 (East)	713	
BRIDE CO.,LTD.	BRIDE	12:00~12:30	Hall 3 (West)	317	○
Volkswagen Group Japan	Volkswagen Japna	12:00~12:30	Hall 8 (East)	806	
TOYOTACUSTOMIZING&DEVELOPMENT Co.,Ltd.	MODELLISTA	12:00~12:30	Hall 8 (East)	808	
HKS CO.,LTD	HKS	12:30~13:00	Hall 1 (West)	109	
Stellantis Japan	PEUGEOT / CITROEN / DS	12:30~13:00	Hall 8 (East)	810	
OGURA CLUTCH CO.,LTD.	OGURA CLUTCH/ROOKIE Racing/HAL springs	13:00~13:30	Hall 1 (West)	116	
SUBARU CORPORATION *part 2 of 2	SUBARU/ STI	13:00~13:30	Hall 7 (East)	718	○
TAJIMA MOTOR CORPORATION Co., Ltd.	MONSTER INTERNATIONAL	13:20~13:40	Hall 8 (East)	812	
Hyundai Mobility Japan Co.,Ltd.	Hyundai	13:30~14:00	Hall 2 (West)	215	
MR.HIRO CAR STUDIO *part 2 of 2	MR HIRO CAR STUDIO × ITALDESIGN	13:30~14:00	Hall 11 (North)	1102	

※本リリース記載内容は12月26日現在のものです。内容は予告なく変更となる場合があります。

Press Conferences

Friday 9 January

	West (Hall 1・2・3)	Central (Hall 4・5・6)	East (Hall 7・8)	North (Hall 9・10・11)
9:00				#1102 MR HIRO CAR STUDIO × ITALDESIGN 9:15 ~ 9:25
30				#960 TOYOTA GAZOO Racing 9:30 ~ 9:50
10:00	#110 MITSUBISHI MOTORS CORPORATION 10:00 ~ 10:30		#803 BBS Japan 10:00 ~ 10:15	#1113 ISUZU A&S 10:00 ~ 10:30
30	#217 Nissan / NISSAN Automobile Technical College 10:30 ~ 11:00	#432 Honda/MUGEN 10:30 ~ 11:00		
11:00	#338 Bridgestone 11:00 ~ 11:30	#611 Chevrolet Corvette 11:00 ~ 11:20	#718 SUBARU/ STI 11:00 ~ 11:30	
30		#516 AUTOBACS 11:15 ~ 11:45	#807 TOYO TIRES 11:30 ~ 12:00	
		#633 BYD 11:30 ~ 12:00	#713 BMW GROUP Japan 11:30 ~ 12:00	
12:00	#317 BRIDE 12:00 ~ 12:30		#806 Volkswagen Japna 12:00 ~ 12:30	
30	#109 HKS 12:30 ~ 13:00		#808 MODELLISTA 12:00 ~ 12:30	
			#810 PEUGEOT / CITROEN / DS 12:30 ~ 13:00	
13:00	#116 OGURA CLUTCH/ROOKIE Racing/HAL springs 13:00 ~ 13:30		#718 SUBARU/ STI 13:00 ~ 13:30	
30	#215 Hyundai 13:30 ~ 14:00		#812 MONSTER INTERNATIONAL 13:20 ~ 13:40	#1102 MR HIRO CAR STUDIO × ITALDESIGN 13:30 ~ 14:00
14:00				