



**TOKYO AUTO SALON**  
**2026**

**MEDIA RELEASE**

11 January 2026  
Tokyo Auto Salon Association

## TOKYO AUTO SALON 2026 has now closed

Tokyo Auto Salon Association (Shinjuku-ku, Tokyo) is pleased to announce that TOKYO AUTO SALON 2026, one of the largest annual custom car and car-related product shows taken place at Makuhari Messe International Convention Complex, has come to an end of its three-day run with 272,383 participants.

TOKYO AUTO SALON inaugurated in 1983 as “Tokyo Exciting Car Show” in a bid to establish the custom car culture”. TOKYO AUTO SALON, marked its 43rd edition, now is the annual car extravaganza covering the gamut of custom car related concerns. The show brings the best opportunity to experience an exciting mixture of the latest trends in the powerful custom car scene and colourful lively entertaining content.

TOKYO AUTO SALON 2027 will take place on 15 - 17 January 2027 at Makuhari Messe.

| Date                | Weather<br>(previous year)     | No. of Participants<br>(previous year) | Total Sum<br>(previous year) |
|---------------------|--------------------------------|--|------------------------------|
| Friday 9 January    | Sunny, then cloudy<br>(Sunny)  | 73,027<br>(63,982)                     |                              |
| Saturday 10 January | Sunny<br>(Sunny)               | 105,034<br>(102,175)                   | 178,061<br>(166,157)         |
| Sunday 11 January   | Sunny, then cloudy<br>(Cloudy) | 94,322<br>(92,249)                     | 272,383<br>(258,406)         |

\* The number of participants includes visitors, exhibitors and officials.

|                               |                       |
|-------------------------------|-----------------------|
| Number of exhibitors          | 389 (389 in 2025)     |
| Number of Vehicles on Display | 856 (857 in 2025)     |
| Number of Booth Units         | 4,315 (4,336 in 2025) |

|   |                           |
|---|---------------------------|
| Online AUTO SALON Live Streaming Views (Japanese and English) | 147,907 (290,708 in 2025) |
|---|---------------------------|



# TOKYO AUTO SALON 2026

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### About the Show

|                         |  |   |
|-------------------------|--|---|
| <b>Venue</b>            | Makunari Messe (Int'l Exhibition Halls 1-11, Int'l Conference Hall, Event Hall and Outdoor Arena)  |   |
| <b>Dates</b>            | Friday 9 January   | 9:00am - 7:00pm (Business Day open to media and industry insiders)<br>2:00pm - 7:00pm (open specially to premium ticket purchasers) |
|                         | Saturday 10 January  | 9:00am - 7:00pm (open to the public)  |
|                         | Sunday 11 January  | 9:00am - 6:00pm (open to the public)  |
| <b>Organizer</b>        | Tokyo Auto Salon Association (TASA)  |   |
| <b>Supporters</b>       | Chiba Prefecture; Chiba City; Nippon Auto Parts Aftermarket Committee (NAPAC);<br>Japan Automobile Manufacturers Association, Inc. (JAMA); and Japan Automobile Federation (JAF) |   |
| <b>Sponsors</b>         | TOMY COMPANY, Mizuno Corporation, Initial D.; RADBODY and Asahi Dry Zero   |   |
| <b>Special Partners</b> | Makuhari Messe and SAN-EI Corporation  |   |

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

[www.tokyoautosalon.jp/2026/en/media/](http://www.tokyoautosalon.jp/2026/en/media/)

ID: autosalon Password: tas2026

\* Anyone who obtained a media pass must send us your coverage article(s) on TOKYO AUTO SALON 2026.  
Please send it either by post, email attachment or file transfer service.  
Failure to do so may result in denial of your future accrediting opportunities.

[By Post]

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