



TOKYO AUTO SALON 2026

MEDIA RELEASE

2 October 2025
Tokyo Auto Salon Association

The Annual Custom Car Extravaganza TOKYO AUTO SALON 2026 takes place on 9-11 January at Makuhari Messe

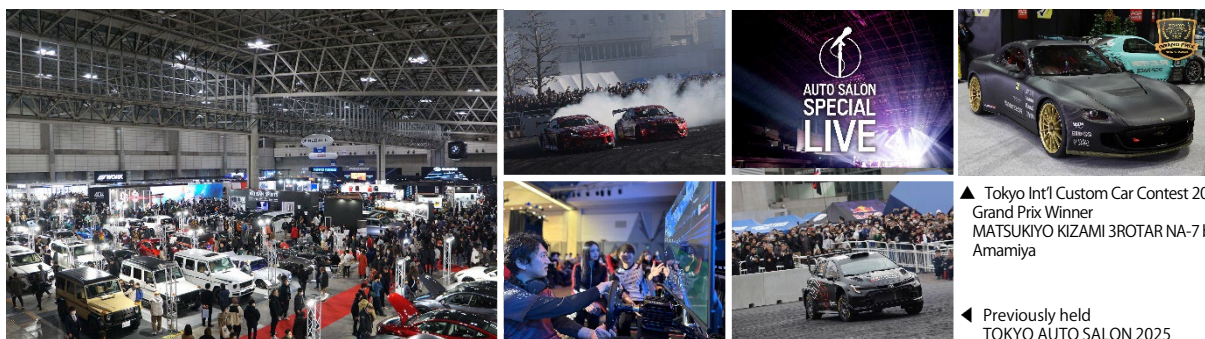
Tokyo Auto Salon Association (Shinjuku-ku, Tokyo) is pleased to announce that “TOKYO AUTO SALON 2026”, one of the world’s largest custom car and car-related product shows, takes place over the three-day period from Friday 9 January to Sunday 11 January 2026 at Makuhari Messe.

Inaugurated in 1983 as “Tokyo Exciting Car Show”, and this year will mark the 44th edition of TOKYO AUTO SALON. Tokyo Auto Salon is renowned for the spectacular sight of the entire Makuhari Messe complex being filled with vehicles. A diverse array of uniquely customized cars, meticulously prepared by each manufacturer for “the annual custom car extravaganza”, is showcased in impressive numbers. In addition, 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, as well as live stages featuring a popular line-up of performers.

Held at the beginning of the year, TOKYO AUTO SALON attracts attention from both Japan and abroad as a mega event where the year’s custom car trends can be discovered. With the growth and diversification of exhibitors, the scope of the event has evolved. In recent years, it has become an established platform for numerous automobile manufacturers to present new vehicle launches and to announce their motorsports initiatives.

Furthermore, ahead of the January event, the TOKYO AUTO SALON will exhibit a booth at the “Japan Mobility Show 2025” (formerly the Tokyo Motor Show), held at Tokyo Big Sight from 29 October to 9 November. This marks the third participation, following the previous exhibition, as part of a mutual collaboration with the show. The initiative aims not only to promote the enjoyment of custom cars to a broader audience but also to advance efforts toward the shared goal of further development in the automotive industry.

Tickets for the 2026 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 2025
Grand Prix Winner
MATSUKIYO KIZAMI 3ROTAR NA-7 by RE
Amamiya

◀ Previously held
TOKYO AUTO SALON 2025

※The information on this release is true and correct as of 01/10/2025 and is subject to change.

<https://www.tokyoautosalon.jp/2026/>





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About the Show

Venue

Makuhari Messe (Int'l Exhibition Halls 1-11, Int'l Conference Hall, Event Hall and Outdoor Arena)
Friday 9 January 9:00am – 7:00pm (Business Day open to media and industry insiders)
2:00pm – 7:00pm (open to premium ticket purchasers)

Dates

Saturday 10 January 9:00am – 7:00pm (open to the public)
Sunday 11 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

Admission

Date		Show Hours	Online Purchase(advanced)	At the Door
Premium Ticket	Friday 9 January	2:00pm - 7:00pm	* good for Friday 2pm - 7pm ¥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	*good for any one day as shown on the ticket ¥3,000	
	Sunday 11 January	9:00am - 6:00pm		

*Flat-rate fee (valid for one day only on the date indicated on the ticket)
*e-tickets only (iOS/Android smartphone required), online purchase only.
*Children 12 and under must be accompanied by a parent/guardian.

Details on the ticket sales are shown on the TOKYO AUTO SALON website TICKET page.

Tickets go on sale online on the TOKYO AUTO SALON 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/2026/media/en

ID : autosalon Password : tas2026

IMPORTANT NOTICE on MEDIA ACCREDITATIONS

Those wishing to cover TAS 2026 **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.

MEDIA ENQUIRIES

Tokyo Auto Salon Public Relations

Email: pr@tokyoautosalon.jp