



TOKYO AUTO SALON 2026

MEDIA RELEASE

3 December 2025
Tokyo Auto Salon Association

The Annual Custom Car Extravaganza **TOKYO AUTO SALON 2026** **AUTO SALON SPECIAL LIVE – Artist Lineup Announced!**

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.

This 44th edition of the TOKYO AUTO SALON 2026 will feature exhibitions by 385 companies and 840 customized vehicles (figures as of December 3), along with a wide array of content that will enliven this “once-a-year festival of custom cars”

The highly popular “AUTO SALON SPECIAL LIVE” returns again this year. The artist lineup is as follows:

- January 10 (Sat): AisIE , Ami Suzuki, MAX, DJ KOO(TRF)
- January 11 (Sun): Yoko Takahashi, Ayumi Nakamura, Masahiko Kondo

Anyone holding a valid Tokyo Auto Salon 2026 ticket for the respective day is welcome to attend. Tickets are now on sale through the official [TICKET page](#).

In addition, the “e-SPORT EXPERIENCE” will once again be held in the Convention Hall on the 2nd floor of the International Conference Hall. In 2026, we will welcome you with an even larger-scale event as Japan's premier e-motorsports festival.

For visitors who complete the visitor survey, luxurious prizes will be awarded through a lottery. The grand prize (one winner) will be a vehicle provided by SUBARU Corporation.

Those unable to attend the event in person can enjoy live streaming on Auto Salon TV, featuring simultaneous commentary in both Japanese and English—bringing the excitement of Tokyo Auto Salon to car enthusiasts around the world.

*There will be no streaming of the ‘AUTO SALON SPECIAL LIVE’.



* 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

Makunari Messe International Convention Complex
(Int'l Exhibition Halls 1-11, Int'l Conference Hall, Event Hall and Outdoor Arena)
Makuhari Messe Co., Ltd. (2-1 Nakase, Mihama-ku, Chiba City, Chiba)

Dates

Friday 9 January 9:00am – 7:00pm Business Day (open to media and industry insiders)
2:00pm – 7:00pm (open to premium ticket holders)
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

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 | At the DoorAt the Door |
|----------------|------------|-----------------|---|---|
| Premium Ticket | Fri 9 Jan | 2:00pm – 7:00pm | *good for Friday 2pm - 7pm ¥4,000 | ama-day tickets might be sold, subject to online ticket sales. |
| General Ticket | Sat 10 Jan | 9:00am – 7:00pm | *good for any one day as shown on the ticket | |
| | Sun 11 Jan | 9:00am – 6:00pm | ¥3,000 | |

**Good for any one day as shown on the ticket.*

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

**Kids aged 12 and under must be accompanied by an adult.*

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

Tickets are now available on the [TOKYO AUTO SALON official website \(SAN-EI Ticket Service\)](https://www.tokyoautosalon.jp/2026/)

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

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

ID: autosalon Password: tas2026

IMPORTANT NOTICE on MEDIA REGISTRATIONS

To apply for media accreditation for TAS 2026, please complete the procedure via the Media page on the official TOKYO AUTO SALON website **by noon on Wednesday, December 24. No onsite registrations will be accepted.**
Freelance applicants are required to submit additional documents. For details, please refer to the [Media page](#).

MEDIA ENQUIRIES

Tokyo Auto Salon Public Relations

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