



TOKYO AUTO SALON

2026

MEDIA RELEASE

10 December 2025

Tokyo Auto Salon Association

The Annual Custom Car Extravaganza

TOKYO AUTO SALON 2026

"Honda F1 Demo Run" Returns to the Outdoor Arena!

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.

The Outdoor Arena—one of the most popular attractions at TOKYO AUTO SALON—will once again offer a special space where visitors can experience the thrill of "real driving," featuring an extensive lineup of dynamic run programs. Various motorsports vehicles from multiple categories will appear one after another, providing a diverse spectacle that keeps audiences entertained all day long. The outdoor driving events will take place over two days, Saturday 10 January and Sunday 11 January. On Sat 10 January, as in the previous edition, the southern passageway of the venue will also be used for the driving demonstrations.

It has been confirmed that Honda's F1 machine, which captivated many spectators in the previous show, will once again perform a demonstration run and engine fired up on Saturday 10 January. The demonstration vehicle will be the "Williams Honda FW11", the machine that delivered Honda's first Constructors' Championship title in the 1986 Formula One World Championship with drivers Nigel Mansell and Nelson Piquet. Powered by a 1.5-liter twin-turbo engine reportedly producing over 1,000 horsepower in qualifying trim, the FW11 will be driven in this special demo run by Takuma Sato, utilizing the southern passageway.

The engine fired up demonstration will feature the "McLaren Honda MP4/6", which claimed both the Drivers' and Constructors' titles in 1991 with Ayrton Senna and Gerhard Berger. Visitors will be able to fully experience the sound of the 3.5-liter/NA "RA121E" engine.

*The F1 demos and engine fired up will take place only on Saturday 10 January. The machines will remain on display on Sunday, January 11.

*In case of rain, the F1 driving demonstration will be canceled.

Additionally, on Sunday 11 January, the GR YARIS Rally1—which captured both the Manufacturers' and Drivers' titles in the 2025 FIA World Rally Championship (WRC) with TOYOTA GAZOO Racing WRT—along with the customer rally car GR YARIS Rally2, will perform demonstration runs for fans to enjoy.

Further highlights include a demonstration run by Toshihiro Arai in the SUBARU WRX, a competition vehicle from the Japanese Rally Championship, as well as the ever-popular "D1GP Kick Off Drift", which brings high-impact drifting action to the outdoor arena on both days.

And continuing from last time, the 12 Official Influencers for the "TOKYO AUTO SALON 2026" have been decided, including MORIZO. Once again, they will share the appeal of the Tokyo Auto Salon via social media and other platforms to a wider global audience.

* The information on this release is true and correct as of 10 December 2025 and is subject to change.

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





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Outdoor Arena

Williams Honda FW11



Takuma Sato



McLaren Honda MP4/6



TOYOTA GR YARIS Rally1



Takamoto Katsuta

SUBARU WRX STI (VAB) Japanese Rally Championship



Toshihiro Arai

Official Influencers



東京オートサロンを世界に向けてPR
Official Influencer オフィシャル
インフルエンサー

自動車業界で支持されるクリエイターが各国から幕張に集結

モリゾウ MORIZOU (日本)
Fitra Eri (インドネシア・マレーシア・アメリカ)
Giulia Ottorini (スペイン・オランダ)
BEER BAIYOK (タイ)
Larry Chen (アメリカ)
西蒙神奇車庫 (中国)
Sofiane Antonio Rabeh (arabgt 2.0) (UAE・イタリア・スペイン・ドイツ)
Sean Lee (ショーン・リー) (アメリカ)
Andrew Hawkins (Motive Video) (オーストラリア・アメリカ)
Yuki Lee (マレーシア)
ピストン西沢 (Piston Nishizawa) (日本)
織戸茉彩 (Masa Orido) (日本)

主な活動: 免費出展



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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, Mihamachi, 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 Door
Premium Ticket	Fri 9 Jan	2:00pm – 7:00pm	*good for Friday 2pm - 7pm ¥4,000	
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	ama-day tickets might be sold, subject to online ticket sales.

*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 \(SAN-EI Ticket Service\)](#)

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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