



TOKYO AUTO SALON 2027

MEDIA RELEASE

1 September 2026
Tokyo Auto Salon Association

The Annual Custom Car Extravaganza **TOKYO AUTO SALON 2027** takes place on 15-17 January at Makuhari Messe

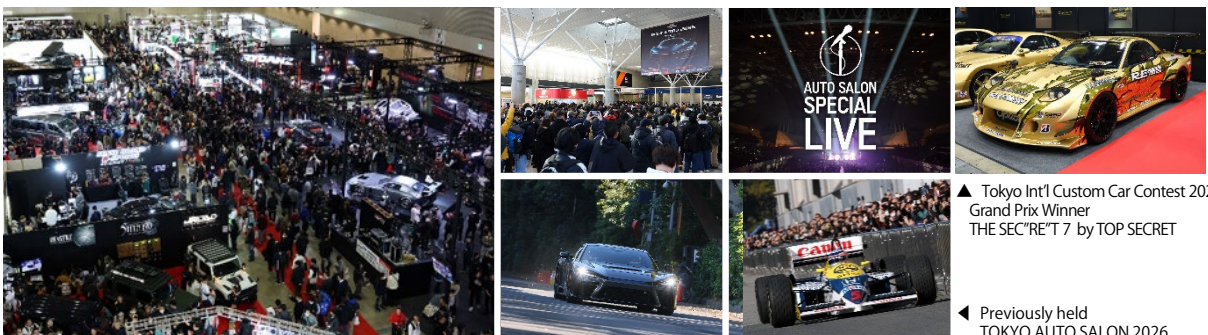
Tokyo Auto Salon Association (Shinjuku-ku, Tokyo) is pleased to announce that “TOKYO AUTO SALON 2027”, one of the world’s largest custom car and car-related product shows, takes place over the three-day period from Friday 15 January to Sunday 17 January 2027 at Makuhari Messe.

Inaugurated in 1983 as the “Tokyo Exciting Car Show”, TOKYO AUTO SALON will celebrate its 45th edition in 2027. Tokyo Auto Salon is renowned for the spectacular sight of vehicles filling the entire Makuhari Messe complex. A diverse array of uniquely customized cars, meticulously prepared by each manufacturer for “the annual custom car extravaganza”, is showcased in impressive numbers. Many booths not only showcase parts and goods but also sell them, offering visitors the opportunity to enjoy shopping as well. The event also offers a wide range of entertainment, including racing car demonstration runs at the outdoor arena and live stages featuring popular 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 unveil new vehicles and announce their motorsports initiatives.

Tickets for the 2027 show will go on sale online from 1 October at 10am JST. Details on the ticket sales are shown on the TAS website TICKET page.



※The information on this release is true and correct as of 01/09/2026 and is subject to change.

<https://www.tokyoautosalon.jp/2027/>





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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)

Dates

Friday 15 January 9:00am – 7:00pm (Business Day open to media and industry insiders)
2:00pm – 7:00pm (open to premium ticket purchasers)

Saturday 16 January 9:00am – 7:00pm (open to the public)

Sunday 17 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	Advance Online Purchase	At the Door
Premium Ticket	Friday 15 January	2:00pm - 7:00pm	*good for Friday 2pm - 7pm ¥4,000	Same-day tickets might be sold online, subject to advance ticket sales. No tickets will be sold at the on-site box office in any case.
General Ticket	Saturday 16 January	9:00am - 7:00pm	*good for any one day as shown on the ticket	
	Sunday 17 January	9:00am - 6:00pm	¥3,000	

*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 October at 10am JST

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

www.tokyoautosalon.jp/2027/media/en

ID : autosalon Password : tas2027

IMPORTANT NOTICE on MEDIA ACCREDITATIONS

Those wishing to cover TAS 2027 **must apply online to undergo the accreditation process.**

Applications are scheduled to open in early December and close in late December on the TAS website [Media page](#).

No onsite registrations will be accepted.

MEDIA ENQUIRIES

Tokyo Auto Salon Public Relations

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