



Bangkok Auto Salon 2026 Roars Back August 26–30 at BITEC!
Reaffirming Bangkok as ASEAN's Ultimate Car Culture Hub
with Official Tokyo Auto Salon License Extension.

Cournot and Nash Co., Ltd. invites custom car enthusiasts to experience the excitement of **Bangkok Auto Salon 2026 (BAS 2026)**, ASEAN's biggest automotive and aftermarket customization showcase. Returning for its 12th edition under the concept **"Celebrate Bangkok Destination,"** the event reinforces Bangkok's role as **"The Ultimate Hub of ASEAN Custom Car Culture"** — serving as the region's epicenter for car clubs, elite tuning garages, and top-tier global aftermarket brands from August 26–30, 2026, at Hall 100, BITEC Bangna.

BANGKOK, THAILAND — Cournot and Nash Co., Ltd. proudly invites custom car enthusiasts to experience the adrenaline-fueled return of Bangkok Auto Salon 2026 (BAS 2026), ASEAN's premier automotive modification and aftermarket customization showcase. Returning for its landmark 12th edition under the concept "Celebrate Bangkok Destination," the event reaffirms Bangkok's position as *The Ultimate Hub of ASEAN Custom Car Culture*—serving as the region's epicenter for car clubs, elite tuning garages, and top-tier global aftermarket brands from August 26–30, 2026, at Hall 100, BITEC Bangna.

Mr. Vaksorn Lohtong, Vice Chairman of the Organizing Committee and Managing Director of Siam Sport Digital Media Co., Ltd., highlighted the event's evolution and strategic direction: "As Thailand's pioneer modified car and tuning showcase, Bangkok Auto Salon has played a fundamental role in cultivating and expanding the country's thriving custom car culture. Reaching our 12th edition is a testament to the enduring success built alongside our exceptional partner, San-Ei Corporation—organizer and rights holder of the world-renowned Tokyo Auto Salon—who has stood by us across every dimension for over a decade.

This year, we are thrilled to deepen our collaboration with the official extension of our licensing agreement in Thailand. Together, we aim to propel Thailand's THB 6.5-billion automotive aftermarket sector toward sustainable long-term growth. BAS 2026 will serve as the definitive regional platform, bringing the latest customization trends and performance innovations under one roof."

Mr. Ronnarit Suewaja, Managing Director of Cournot and Nash Co., Ltd., the official licensee for BAS 2026, added: "The success and legacy Building on the legacy of our past 11 editions of Bangkok Auto Salon have inspired the launch of new custom car events across the capital, helping keep the custom car scene active throughout the year. Our 12th edition, under the theme **'Celebrate Bangkok Destination,'** we want to celebrate Bangkok as the



heart and soul of ASEAN's car enthusiast community to share their spirit and passion— a destination they simply have to put on their map.

This year, we have packed the lineup with activities across both indoor and outdoor areas, giving automotive enthusiasts five full days to experience world-class craftsmanship, creativity, automotive excitement and entertainment.”

Event Highlights & Key Attractions: This year's **Bangkok Auto Salon 2026** delivers a massive lineup of highlights and activities that reinforce its position as a center of custom car culture in ASEAN, spanning both the main exhibition hall and the outdoor activity area.

1. Hall 100: Iconic Builds, World-Class Crafts & Engineering

- **BANGKOK AUTO SALON'S SELECTION**

A showcase of elite custom builds balancing high-performance tuning with meticulous styling and detailing. Headlining the floor are award-winning JDM champion cars shipped directly from Japan's Tokyo Auto Salon, set to go head-to-head with Thailand's finest custom builds. It is a chance for performance enthusiasts to see world-class craftsmanship up close and draw fresh inspiration from the global custom car scene.

- **AUTOMAKERS' SPECIAL CUSTOM CARS**

Leading automotive brands including **Toyota, Honda, and Mazda** join forces to exhibit factory-backed, specially modified concept cars and custom editions.

- **RENOWNED TUNING GARAGES**

Top-tier domestic and international tuning houses gather to showcase their special builds, going head-to-head in both performance and craftsmanship.

- **ACCESSORIES ZONE**

The heart of aftermarket shopping, featuring the latest trends of over **200 leading global brands** from Italy, Japan, South Korea, China, Taiwan, Malaysia, Hong Kong, and Thailand. Offering everything from speed and performance upgrades to aesthetics and design modifications – all in one place.

- **BANGKOK AUTO SALON'S BEST CAR AWARDS**

Celebrating the best of custom car culture across **10 categories**, judged by a panel of Japanese and Thai automotive experts, alongside the **Car Club Popular Vote**, voted on by visitors and car clubs.

- **LEGEND MEET**

An exclusive opportunity for fans to meet and interact with **iconic Japanese master tuners**, the legendary figures behind some of the most influential names in the global car culture.



- **e-MOTOR SPORT EXPERIENCE**

Dive into the digital age of racing with cutting-edge simulator challenges, bringing high-octane motorsport thrill to the virtual realm.

2. Outdoor Arena: High-Octane Action & Community Thrills

- **CAR CLUB MEET**

The ultimate annual gathering of car clubs, bringing together enthusiasts from across the custom car scene to hang out, connect, and share their passion for cars of every style. Car club participants can also enjoy a special package for two, including a **Bangkok Auto Salon Limited Edition T-shirt, event admission, and drinks.**

- **CAR PARADE**

A high-energy spectacle featuring sports cars, custom tuners, luxury builds, and iconic classics. Showcasing the unique style and creativity of the car club community, the parade brings the authentic **Tokyo Street-style vibes straight** to the heart of Bangkok.

- **CLUB RACE (Pocket Scale Arena)**

Test drivers' speed and precision on a technical compact-scale circuit designed with challenging corners to recreate the feel of a drift practice track. Battle for the title of **"Best Lap Time of the Day"** and take home an exclusive Bangkok Auto Salon memorabilia.

- **DRIFT ARENA**

The outdoor tarmac turns into a smoke-filled battleground featuring intense **Rookie Drift Battles**, highlighted by **rising female drifter** from the D1 Grand Prix Thailand. Don't miss a special showcase by **professional Japanese drifters**, who will host thrill rides into fan-favorite **Drift Taxi experience.**

- **LIVE STAGE SHOW**

Keep the energy going with a lineup of hot **SEXY DJs** dropping beats alongside live mini-concerts from Thailand's top bands.

Mr. Junichi Fukui, Director General of the Tokyo Auto Salon Association (Japan), reaffirmed his confidence in the enduring alliance: "Founded on a shared vision, the strategic partnership between **San-Ei Corporation** and **Cournot & Nash Co., Ltd.** has thrived since 2012, when Thailand became our first international licensee. Over the past decade, Cournot & Nash has proven to be an exceptional partner, successfully establishing Bangkok Auto Salon as ASEAN's ultimate custom car culture phenomenon.

Building on this long-standing success, we are delighted to announce the official extension of our licensing agreement. San-Ei Corporation remains fully committed to providing comprehensive support across all dimensions — from bringing iconic, award-winning



custom cars directly from Japan and bringing legendary JDM figures to Bangkok, to facilitating vital knowledge exchanges between our professional teams. We look forward to driving the future of car culture together.”

Bangkok Auto Salon 2026 invites car enthusiasts to experience a five-day celebration of automotive and aftermarket customization under the theme **“Celebrate Bangkok Destination.”** The event brings together top custom builds, the latest automotive modification innovations, motorsport action, and entertainment from **August 26–30, 2026, at Hall 100, BITEC Bangna.**

Admission is **THB 100**. The event is open from **12:00 PM–9:30 PM, Wednesday–Friday**, and **11:00 AM–9:30 PM, Saturday–Sunday.**

Follow the latest news, updates, and activity details from Bangkok Auto Salon 2026:

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#CelebrateBangkokDestination #TokyoAutoSalon

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