

### **MEDIA RELEASE**

January 15, 2017
Tokyo Auto Salon Association

# TOKYO AUTO SALON 2017 Got Successful Having Over 300,000 Attendance

Tokyo Auto Salon Association (office with-in San's Inc., Shinjuku-ku, Tokyo) is pleased to announce that TOKYO AUTO SALON 2017, one of the largest annual custom car and car-related product show held on January 13, 14 and 15 at MAKUHARI MESSE on the largest-ever scale occupying the entire Convention Complex, has come to an end of its three-day run enjoying a great success with 324,400 attendance (99.6 per cent compared to last year). TOKYO AUTO SALON has broken the 300,000 visitor mark for 3 years in a row since 2015.

TOKYO AUTO SALON traces its history back to "Tokyo Exciting Car Show" which was inaugurated in 1983 with the goal of "establishing a custom car culture". The show changed its name to "TOKYO AUTO SALON" in 1987, and 2017 marked the show's 35th anniversary.

### TOKYO AUTO SALON 2017: breakdown of the attendance by date

Date	Weather	Attendance	Total sum
	(previous year)	(previous year/year-to-year comparison)	(previous year/year-to-year comparison)
13 <sup>th.</sup> Jan.	Sunny	80,444人	
(FRI)	(Sunny)	(78, 867人/102. 0%)	
14 <sup>th.</sup> Jan.	Sunny	122,387人	202,831人
(SAT)	(Sunny)	(121,176人/101.0%)	(200,043人/101. 4%)
15 <sup>th.</sup> Jan	Sunny	121,569人	324,400人
(SUN)	(Cloudy)	(125,458人/96.9%)	(325, 501人/99.6%)

Number of exhibitors	458(102.5% over year-earlier levels)
Number of vehicles on display	850(96.6% over year-earlier levels)
Number of booth units	4, 320(101.3% over year-earlier levels)



# [About the Show]

Official Name: TOKYO AUTO SALON 2017

(http://www.tokyoautosalon.jp)

● Show Dates: Friday, January 13 09:00am − 02:00pm (Open to Trade Visitor/Media Pass holders & invitee)

02:00pm - 07:00pm (Open to the above plus Premium Ticket holders)

Saturday, January 14 09:00am – 07:00pm (Open to public)

Sunday, January 15 09:00am – 05:00pm (Open to public)

■Venue: MAKUHARI MESSE International Convention Complex

Int'l Exhibition Halls 1-11, Int'l Conference Hall, Makuhari Event Hall and Outdoor Arena

(Makuhari Messe, Inc. / 2-1 Nakase, Mihama-Ku, Chiba-City, Chiba Prefecture)

ZOZO MARINE STADIUM

●Promoters: Tokyo Auto Salon Association (TASA)

Tokyo Auto Salon Committee

●Co-Promoters: Ministry of Economy, Trade and Industry,

Ministry of Land Infrastructure, Transport and Tourism,

Chiba Prefecture, Chiba-City,

NAPAC (Nippon Auto Parts Aftermarket Committee),

Japan Automobile Manufactures Association, Inc. (JAMA),

Japan Automobile Federation (JAF)

Supporting Organizations: GRAN TURISMO

avex Group

Tomy Company, Ltd.
PUMA Japan K.K.

VITABON

CAR TRADE co.Ltd.

● Special Thanks to: Makuhari Messe, San-ei Shobo Publishing Co., Ltd.



●In Cooperation with: ASEA Division, JAWA Division, JASMA

Show Outline: TOKYO AUTO SALON has a wide variety of dedicated exhibitors to:

• showcase and demonstrate their latest technological solutions and products

for cars to be tuned-up and dressed-up

· showcase and sell cars with dress-up parts and accessories

- · showcase and sell cars highlighting innovative tuning technologies
- showcase and sell auto-related video games, aftermarket parts, motorsport merchandise and other diverse auto-related products
- showcase and sell complete tuned-up cars and commercial vehicles

#### ●Media Data download Page

To access the MEDIA page for viewing/downloading previous Media Releases, photographs as well as the new logo, please click on the link below and log in with the following ID and password:

URL: http://www.tokyoautosalon.jp/2017/media

ID : autosalon

Password : tas2017

## **Contact us for media enquiries:**

TOKYO AUTO SALON Public Relation Division

 $Shinjuku\ Eastside\ Square\ 7/F,\ 6-27-30\ Shinjuku,\ Shinjuku-ku,\ Tokyo\ 140-8463\ JAPAN\ (Office\ with-in\ San's\ Inc.)$ 

E-mail: pr.div@e-autosalon.net