



TOKYO AUTO SALON
2025

MEDIA RELEASE

12 January 2025
Tokyo Auto Salon Association

TOKYO AUTO SALON 2025 has now closed

Tokyo Auto Salon Association (Shinjuku-ku, Tokyo) is pleased to announce that TOKYO AUTO SALON 2025, one of the largest annual custom car and car-related product shows taken place at Makuhari Messe International Convention Complex, has come to an end of its three-day run with 258,406 participants.

TOKYO AUTO SALON inaugurated in 1983 as “Tokyo Exciting Car Show” in a bid to establish the custom car culture”. TOKYO AUTO SALON, marked its 43rd edition, now is the annual car extravaganza covering the gamut of custom car related concerns. The show brings the best opportunity to experience an exciting mixture of the latest trends in the powerful custom car scene and colourful lively entertaining content.

TOKYO AUTO SALON 2026 will take place on 9 - 11 January 2026 at Makuhari Messe.

Date	Weather (previous year)	No. of Participants (previous year)	Total Sum (previous year)
Friday 10 January	Sunny (Sunny)	63,982 (51,014)	
Saturday 11 January	Sunny (Sunny, later rain then occasional snow)	102,175 (95,081)	166,157 (146,095)
Sunday 12 January	Cloudy (Sunny)	92,249 (83,978)	258,406 (230,073)

* The number of participants includes visitors, exhibitors and officials.

Number of Exhibitors	389 (378 in 2024)
Number of Vehicles on Display	857 (893 in 2024)
Number of Booth Units	4,336 (4,329 in 2024)

Online AUTO SALON Live Streaming Views (Japanese and English)	290,708 (295,412 in 2024)
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TOKYO AUTO SALON 2025

About the Show

Venue	Makunari Messe (Int'l Exhibition Halls 1-11, Int'l Conference Hall, Event Hall and Outdoor Arena)	
Dates	Friday 10 January	9:00am – 7:00pm (Business Day open to media and industry insiders) 2:00pm – 7:00pm (open specially to premium ticket purchasers)
	Saturday 11 January	9:00am – 7:00pm (open to the public)
	Sunday 12 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)	
Sponsors	TOMY COMPANY, LTD.; marie claire; Mizuno Corporation; and Amazon Japan G.K.; Red Bull and SNPIT	
Special Partners	Makuhari Messe and SAN-EI Corporation	

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

www.tokyoautosalon.jp/2025/en/media/

ID: autosalon Password: tas2025

* Anyone who obtained a media pass must send us your coverage article(s) on TOKYO AUTO SALON 2025.

Please send it either by post, email attachment or file transfer service.

Failure to do so may result in denial of your future accrediting opportunities.

[By Post]

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