

**Get Ready for a Real Buzz**  
**TOKYO AUTO SALON 2025**  
**Relive the Excitement: Outdoor Arena Featuring “Honda F1 Demo Run”**

TOKYO AUTO SALON 2025, one of the world’s largest custom car and car-related product shows, takes place over the three-day period from Friday 10 to Sunday 12 January 2025 at Makuhari Messe.

The 43rd TOKYO AUTO SALON will have 388 exhibitors showcasing their 851 vehicle (\*figures as of 10 Dec.) and car-related products. The 2025 show also has a lot of intriguing content that should colour the “annual custom car extravaganza”.

“auto sport 60th Anniversary & as-web 20th Anniversary Honda F1 Demo Run” has been confirmed to be on the line-up for the Motorsport Demo Run at the outdoor arena. The featured vehicles are the legendary “Honda RA272” and “McLaren Honda MP4/5”. The Honda RA272 is the iconic car with which Honda claimed its historic first F1 win in 1965. At TOKYO AUTO SALON 2025, yes, *the* Takuma Sato will be taking the wheel to deliver a high-octane demo run. On the other hand, the McLaren Honda MP4/5, which secured 10 wins in 16 races during the 1989 F1 World Championship and claimed both the Drivers’ and Constructors’ titles, will have its engine fired up. You’re guaranteed to fully immerse yourself in the legendary sound of this masterpiece. Further details on spectating the F1 demo run as well as other outdoor content will be available on the [TOKYO AUTO SALON website](#) shortly.

\* The F1 demo run will be cancelled in case of rain (incl. light rain and wet road conditions). Be sure to read the whole spectating guidelines.

In the Convention Hall, we are thrilled to bring back the hugely successful “e-SPORT EXPERIENCE” from the previous show. Leading e-sport competitors, charismatic streamers, professional racers and top figures from various fields will gather to unleash races and bouts that could go beyond reality.

The 2025 show will again be live-streamed both in Japanese and English on [AUTO SALON TV](#). We offer live excitement to car enthusiasts around the world.

Tickets are now on sale online on the TOKYO AUTO SALON website [TICKET page](#).



\* The information on this release is true and correct as of 10/12/2024 and is subject to change.



# TOKYO AUTO SALON 2025

## About the Show

|                         |  |   |  |
|-------------------------|--|---|--|
| <b>Venue</b>            | Makunari Messe (Int'l Exhibition Halls 1-11, Int'l Conference Hall, Event Hall and Outdoor Arena)  |   |  |
| <b>Dates</b>            | Friday 10 January  | 9:00am – 7:00pm (Business Day open to media and industry insiders)<br>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)  |  |
| <b>Organizer</b>        | Tokyo Auto Salon Association (TASA)  |   |  |
| <b>Supporters</b>       | Chiba Prefecture; Chiba City; Nippon Auto Parts Aftermarket Committee (NAPAC);<br>Japan Automobile Manufacturers Association, Inc. (JAMA); and Japan Automobile Federation (JAF) |   |  |
| <b>Sponsors</b>         | TOMY COMPANY, LTD.; marie claire; Mizuno Corporation; and Amazon Japan G.K.  |   |  |
| <b>Special Partners</b> | Makuhari Messe and SAN-EI Corporation  |   |  |

|                  | Date                  | Show Hours          | Online Purchase (advanced)                                       | At the Door   |
|------------------|-----------------------|---------------------|--|---|
| <b>Admission</b> | <b>Premium Ticket</b> | Friday 10 January   | 2:00pm – 7:00pm<br>¥4,000  | Same-day tickets might be sold online, subject to advanced ticket sales. No tickets will be sold at the on-site box office in any case. |
|                  | <b>General Ticket</b> | Saturday 11 January | 9:00am – 7:00pm<br>* good for any one day as shown on the ticket |   |
|                  |                       | Sunday 12 January   | 9:00am – 6:00pm<br>¥3,000  |   |

\* e-tickets only (iOS/Android smartphone required), online purchase only.

\* Children 12 and under gets free admission (must be accompanied by a parent/guardian).

Details on the ticket sales are shown on the [TOKYO AUTO SALON 2025 website TICKET page](#).

**Tickets are now on sale online on the TOKYO AUTO SALON 2025 website (SAN-EI Ticket Service).**

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

[www.tokyoautosalon.jp/2025/en/media/](http://www.tokyoautosalon.jp/2025/en/media/)

ID: autosalon Password: tas2025

### MEDIA ACCREDITATIONS

Those wishing to cover TAS 2025 must apply online to undergo accreditation process on the TAS website [Media page](#) by **23 December at noon JST. No onsite registrations accepted.** Freelancers are required to submit additional documents as attachments when making an application online. Details are shown on the Media page.

### MEDIA ENQUIRIES

Tokyo Auto Salon Public Relations

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