

# TOKYO AUTO SALON 2017 *EVENT REPORT*



## Greetings

Thank you very much for your participation and commitment to TOKYO AUTO SALON 2017.

We are delighted to announce that the 35th TOKYO AUTO SALON achieved a successful conclusion of its three-day run. The 2017 show again took place at the entire Convention Complex of MAKUHARI MESSE occupying International Exhibition Halls 1 - 11, Makuhari Event Hall, International Conference Hall and Outdoor Arena. On top of this, we introduced two new content in two new venues for this go-round. One was the street demo run event involving the closure of traffic lanes that made possible by taking advantage of National Strategic Road Occupancy Project (special provision to the Road Act concerning area management). The other was "Riding Shotgun" (ride-along experience in a passenger seat) at the adjacent ball park ZOZO Marine Stadium. We had over 300,000 visitors overall for the two years running and TOKYO AUTO SALON 2017 owes this huge success to all of you concerned. Your untiring contribution and dedication are deeply appreciated.

We hereby provide a report on the 2017 show along with the results of visitor survey questionnaire conducted onsite. The results show visitor profile including their lifestyle with car, current trends of how they get their cars tuned up/dressed up, and comparison with last year's analysis. We would be happy if the data could serve a useful purpose to your future business.

TOKYO AUTO SALON keeps serving as a driving force to enrich the Japanese custom car culture, and continues unremittingly with our efforts to be the best auto show in the world. We are always striving to improve the show to cater for exhibitors and visitors alike. Thank you in advance for your support and encouragement for the show to stay engaging.

We would love to see you again at TOKYO AUTO SALON 2018 scheduled between January 12 and 14, 2018 at the MAKUHARI MESSE.

Masaharu Sakai  
Executive Director  
Tokyo Auto Salon Association

## About the Show

- **Official Name** : TOKYO AUTO SALON 2017
- **Dates** : Friday 13th, Saturday 14th and Sunday 15th January, 2017
- **Venue** : MAKUHARI MESSE International Convention Complex  
(Halls 1-11, International Conference Hall, Makuhari Event Hall and Outdoor Arena)  
2-1 Nakase, Mihama-ku, Chiba-city, Chiba
- **Show Hours** :
  - Fri, 13 Jan Trade and media day. Open limitedly to premium ticket holders.  
9:00am - 7:00pm (9:00am - 2:00pm: silent time)
  - Sat, 14 Jan Open to public.  
9:00am - 7:00pm
  - Sun, 15 Jan Open to public.  
9:00am - 5:00pm
- **Admission** :
  - Premium ticket (good for Friday after 2:00pm)  
Advance purchase: ¥2,600 / At the door: ¥3,200
  - General ticket (good for one day either Saturday or Sunday)  
Advance purchase: ¥2,200 (adult 19 and over) / ¥1,700 (junior 13 to 18) / At the door: ¥1,800 (flat fee for all ages)  
\* Children 12 and under are free (must be accompanied by adult).  
Advance tickets were available at:  
T-TICKET, TOKYO AUTO SALON Online Ticket, Lawson Ticket, e+ (e plus), Ticket PIA, Seven Ticket, YAHOO! Ticket and JTB
- **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, Nippon Auto Parts Aftermarket Committee (NAPAC)  
Japan Automobile Manufacturers Association, Inc. (JAMA), Japan Automobile Federation (JAF)
- **Supporting Organizations** : GRAN TURISMO, avex Group, T-POINT, TOMICA, PUMA Japan K.K., VITABON, CAR TRADE
- **Special Partners** : MAKUHARI MESSE, San-ei Shobo Publishing Co., Ltd.
- **Partners** : ASEA Division, JAWA Division, JASMA



## VISITOR FIGURES

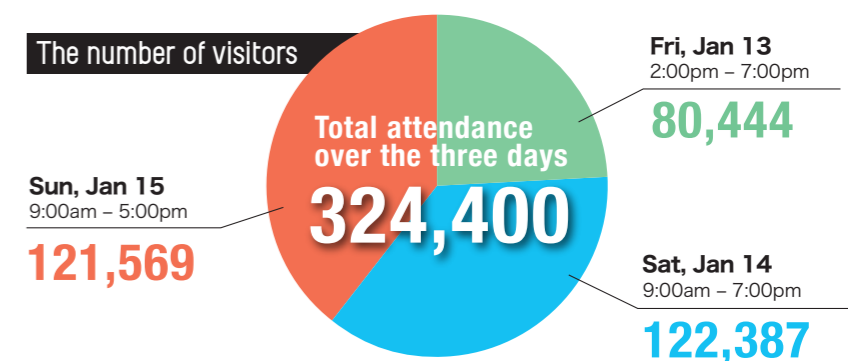
# 324,400 Visitors

## Custom Car Fan Base is Unflagging. Venue was Brimming with Enthusiasm of a Bumper Crowd.

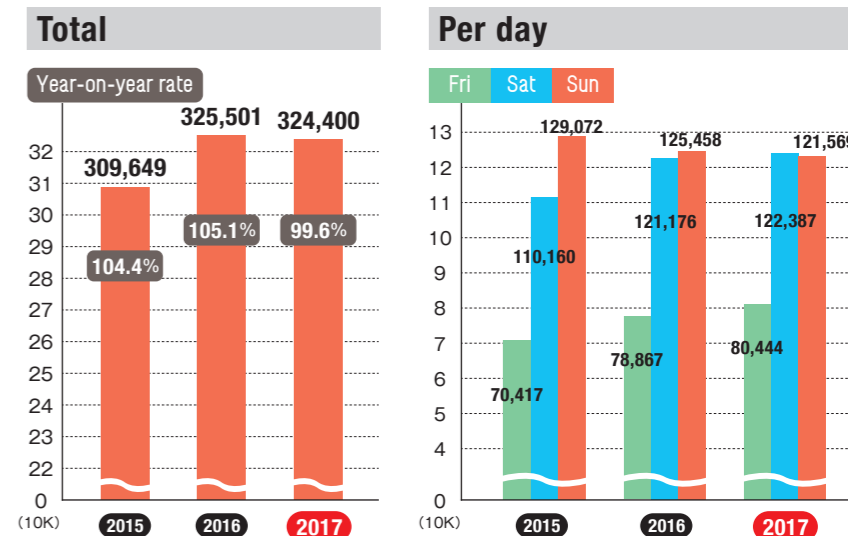
Having celebrated its 35th anniversary, TOKYO AUTO SALON 2017 took place at the entire Convention Complex of MAKUHARI MESSE occupying International Exhibition Halls 1 - 11, Makuhari Event Hall, International Conference Hall and Outdoor Arena. For 2017, we launched a new spectacular content "Riding Shotgun" at the adjacent ball park ZOZO Marine Stadium peripheral road, featuring an enticing lineup of custom cars and the latest model cars to give you a ride-along experience. It was one of the highlights of the 2017 show that ended up as a queued-up programme.

Now let's take a look in the daily attendance breakdown. Friday was 102% over the previous year, Saturday was 101% and Sunday was 96.6%. The figure shows a recent tendency that visitors prefer less busy Friday to take their time to enjoy the show. The overall attendance was more than 320,000 for the second year in a row (99.6% over the previous year). With the slight decrease, it is glaringly obvious TOKYO AUTO SALON 2017 turned out to be extremely successful.

The youth today are generally regarded as being indifferent about automobile and have no problem with leading a carless life. And yet, the 3-day TOKYO AUTO SALON 2017 had legion of visitors of all ages including many young people and families. This fact made all of us reinforce our belief that, with the continuing interest in the automobile, the world of custom cars keeps on growing.



## Trend in attendance over the past three years



# Featuring a Dynamic Blend of Exhibitors, TOKYO AUTO SALON Has it ALL.

With the expansion of exhibition space to International Exhibition Hall 9-11 (North Wing), TOKYO AUTO SALON has been taking place at the entire Convention Complex of MAKUHARI MESSE since 2013. TOKYO AUTO SALON 2017 in this gigantic space was lined with every level of automobile industry including domestic leading automakers and foreign car importers coexisting alongside aftermarket parts manufacturers, custom car shops and car-related accessory shops who exactly are the backbone of the custom car culture.

For the 2017 show, 458 exhibitors took part in (102.5% over the previous year) which were a record high in 35 years of TAS history. It is our lifelong conviction that we always try to offer a good platform for as many companies as possible to showcase their products and technologies. The more exhibitors we have, the higher visitor satisfaction can be achieved. This should draw more visitors into the next show onwards.

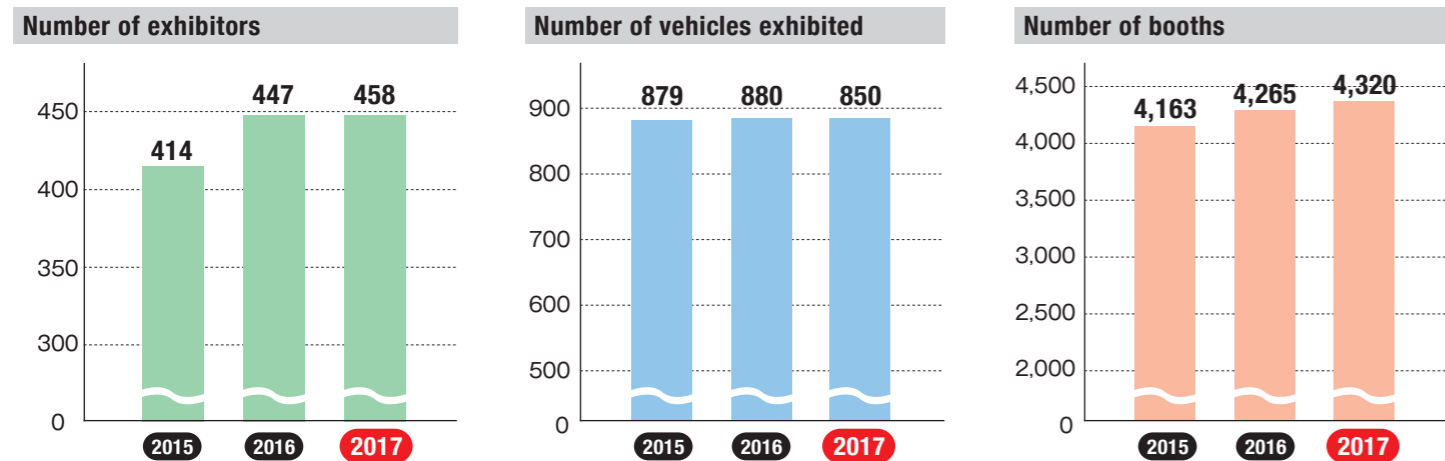
The number of booth units participated were the TAS's record-high 4,320, of which "fee-charging booths (i.e. other than sponsor/supporter booths)" were 121 units up over the previous year. The figure tells the show's scale expansion as well as more richness of content; thus it proves TAS is even more important event worth participating in. In recent years, you see trend towards an increase in booths standing out for creativity. On top of that, quite a few exhibitors now sell goods and run in-booth events, both of which is a big draw and provides a great deal of enjoyment to visitors.

TOKYO AUTO SALON will always make our very best efforts to boost its event value by adopting a multiple approach. To achieve this, we will create a more hospitable environment for the exhibitors and do our utmost to cater to their needs while keeping up with consumers' trends.



| Figures on exhibitors        |   |
|------------------------------|---|
| Number of exhibitors         | <b>458</b><br>Year-on-year rate: 102.5%   |
| Number of vehicles exhibited | <b>850</b><br>Year-on-year rate: 96.6%    |
| Number of booths             | <b>4,320</b><br>Year-on-year rate: 101.3% |
| Fee-charging booths          | <b>3,709</b>                              |
| Vehicle display booths       | <b>208</b>                                |

## Trend in the number of exhibitors over the past three years



### Live Performances

Based in the Event Hall having 3,098 sqm arena with 4,860 seats, TOKYO AUTO SALON offered powerful live performances played by a brilliant lineup of 18 performers.



### Outdoor Arena

Featuring a purpose-built racing track, we gave the adrenaline pumping "MOTORSPORT DEMO RUN" performed by various racing cars, as well as test-drive-and-review of the world's premier cars.

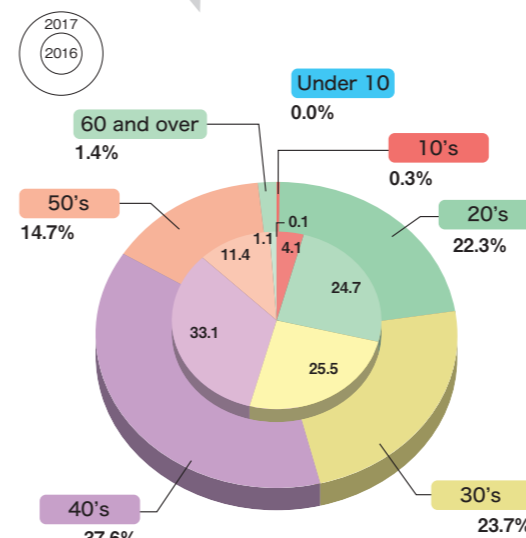


### More Fun Events

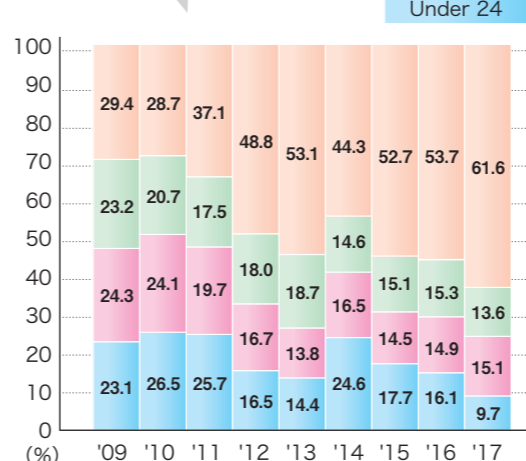
More fun events were offered on TAS 2017 Event Stage such as GRAN TURISMO competition and a variety of awards ceremonies including Tokyo International Custom Car Contest.

## VISITOR PROFILE

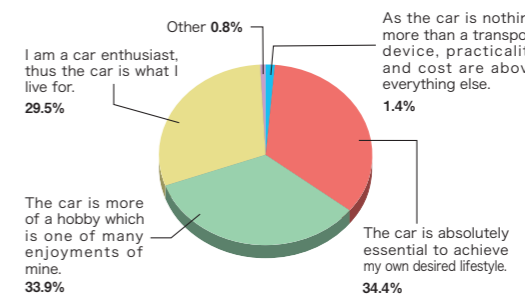
### Age Group



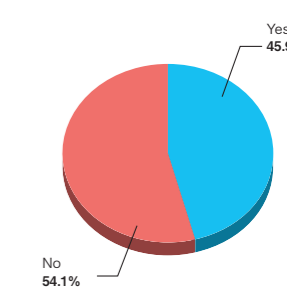
### Trend in Age Group



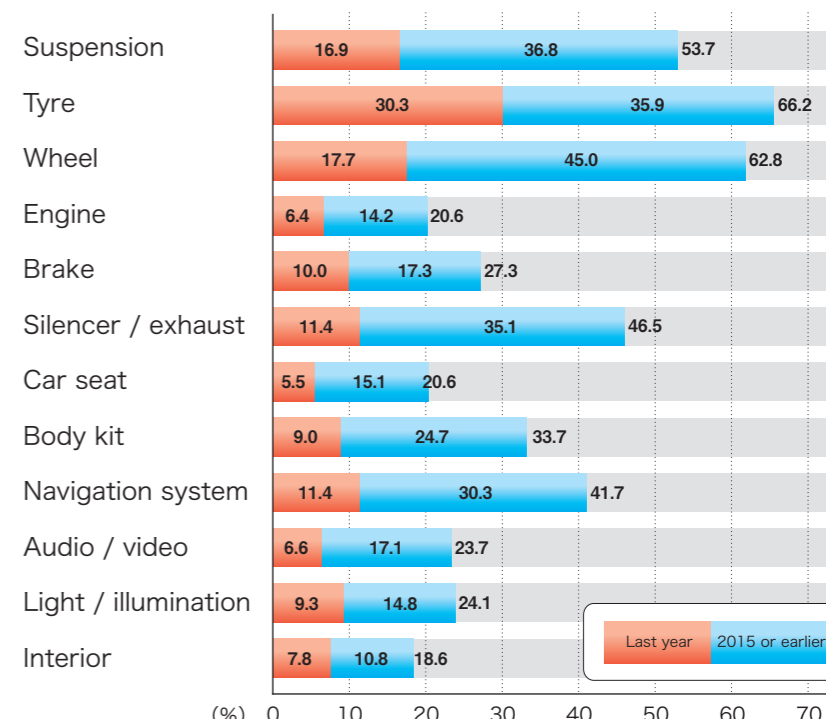
### Which is most similar to your attitude about car?



### Have you had your car customized?



### What customization have you made to your car? When did you make it?



# TOKYO INTERNATIONAL CUSTOM CAR CONTEST 2017

Three winners each are voted in eight categories, of which the top winner will be chosen as the category's best. TAS then engages fans in the post-show online vote, and the top vote-getter will win the Grand Prix.

### Eligibility for Participation

Any vehicle exhibited on TAS 2017 except purpose-built racing cars/past contest entrants is eligible for an entry into the contest to compete on excellence in car-tuning achievements that satisfies requirements of the respective categories.

### How the Winners Get Chosen

Winners in each category are determined by the visitor vote (as part of the questionnaire survey conducted during the show on Friday and Saturday).

### How the Custom Car Grand Prix Get Chosen

TAS makes the eight top winners' photos accessible on our official website, and calls for online fan voting to choose one for the best - Custom Car Grand Prix of the year.

### Contest Categories

The contest has eight awards categorized according to how the car has been tuned/customized to the task it was intended to perform rather than the type of base vehicle.



## Award Winners in Each Category

**Best Concept Car Award**

Award Winner

MUGEN GARU entered by MUGEN

Best Concept Car Award recognizes the most outstanding concept car of the year based on one of the following criteria: 1) a totally original vehicle that has been manufactured in an inventive approach or, 2) a production car-based vehicle that has been significantly modified to achieve performance improvements as well as distinctive interior/exterior appearances. In either case, the winner must be a potentially advocator of an entirely new concept which is not seen in any conventional categories.

**Best Tuned Car Award**

Award Winner

VR32 GT-R entered by TOPSECRET

Best Tuned Car Award recognizes the most outstanding tuned car of the year that has been manufactured to improve engine performance for even more power. The key criteria for consideration are tuning excellence in engine, body and drivetrain, ingenious ideas for dress-up and as to how well-finished overall.

**Best Sedan Award**

Award Winner

SKYLINE Premium Sport Concept entered by NISSAN MOTOR CORPORATION

Best Sedan Award recognizes the most outstanding sedan (saloon) of the year that has been manufactured to achieve performance improvements as a desirable sedan. The key criteria for consideration are enhancement in the occupant comfort of the cabin, ingenious ideas for dress-up and as to how well-finished overall.

**Best Minivan/Wagon Award**

Award Winner

KUHLE&ROHAN; METAL VELLFIRE entered by KUHLE-RACING JAPAN

Best Minivan/Wagon Award recognizes the most outstanding minivan/wagon of the year that has been manufactured to achieve performance improvements as a desirable minivan/wagon. The key criteria for consideration are enhancement in the flexibility and usability of the utility space, ingenious ideas for dress-up and as to how well-finished overall.

**Best SUV Award**

Award Winner

AWESOME PINK☆PINK C-HR entered by MONZA JAPAN

Best SUV Award recognizes the most outstanding SUV of the year that has been manufactured to achieve performance improvements as a desirable SUV. The key criteria for consideration are enhancement in the flexibility and usability of the utility space, ingenious ideas for interior/exterior appearances and as to how well-finished overall.

**Best K-car/Compact Car Award**

Award Winner

COPEN Shooting Brake entered by KLC

Best K-car/Compact Car Award recognizes the most outstanding K-car/compact car (light motor vehicle) of the year that has been manufactured to achieve performance improvements as a desirable k-car/compact car. The key criteria for consideration are enhancement in the flexibility and usability of the utility space, ingenious ideas for dress-up and as to how well-finished overall.

**Best Imported Car Award**

Award Winner

PORSCHE 911 Carrera entered by Studio ALLICA

Best Imported Car Award recognizes the most outstanding imported car of the year that has been manufactured to achieve performance improvements as a desirable imported car. The key criteria for consideration are tuning excellence in engine and suspension, enhancement in the flexibility and usability of the utility space, ingenious ideas for dress-up and as to how well-finished overall.

**Best ECO Car Award**

Award Winner

DAZER PRIUS-X entered by CARSTYLE

Best ECO Car Award recognizes the most outstanding ECO car of the year that has been manufactured to achieve performance improvements as a desirable ECO car. The key criteria for consideration are tuning excellence to reconcile both more power and fuel efficiency, enhancement in the flexibility and usability of the utility space, ingenious ideas for dress-up and as to how well-finished overall.

## Media Attendance

TOKYO AUTO SALON 2017 had a cumulative total of 1,738 members of the media from 985 titles, and consequently got a lot of media exposure on TV, newspapers, magazines, websites and suchlike.

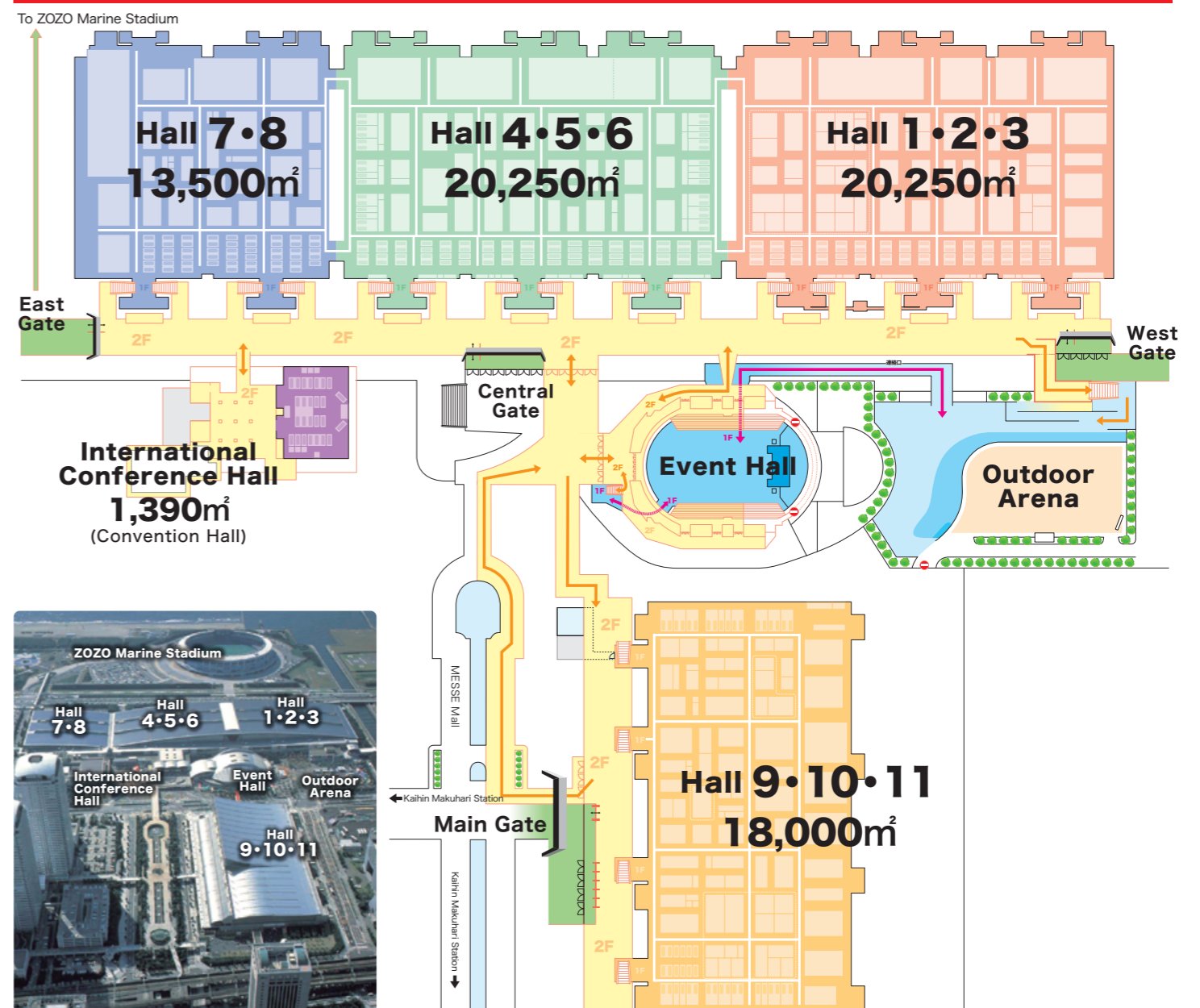
| Category                       | Date            | Date        |             |             | Total | y/y  |
|--------------------------------|-----------------|-------------|-------------|-------------|-------|------|
|                                |                 | Fri, Jan 13 | Sat, Jan 14 | Sun, Jan 15 |       |      |
| Television                     | No. of titles   | 129         | 6           | 3           | 138   | 200% |
|                                | No. of visitors | 228         | 45          | 10          | 283   | 134% |
| Radio                          | No. of titles   | 10          | 3           | 1           | 14    | 100% |
|                                | No. of visitors | 20          | 4           | 1           | 25    | 100% |
| Newspaper                      | No. of titles   | 35          | 5           | 1           | 41    | 205% |
|                                | No. of visitors | 60          | 6           | 3           | 69    | 197% |
| News Agency                    | No. of titles   | 9           | 2           | 3           | 14    | 280% |
|                                | No. of visitors | 12          | 2           | 3           | 17    | 113% |
| Magazine                       | No. of titles   | 50          | 6           | 2           | 58    | 85%  |
|                                | No. of visitors | 65          | 6           | 2           | 73    | 76%  |
| Automobile-related Publication | No. of titles   | 206         | 26          | 14          | 246   | 122% |
|                                | No. of visitors | 398         | 36          | 25          | 459   | 104% |
| WEB                            | No. of titles   | 186         | 36          | 22          | 244   | 81%  |
|                                | No. of visitors | 284         | 87          | 65          | 436   | 90%  |
| Industry-specific Publication  | No. of titles   | 25          | 5           | 2           | 32    | 51%  |
|                                | No. of visitors | 50          | 6           | 2           | 58    | 59%  |
| Overseas Media                 | No. of titles   | 123         | 34          | 18          | 175   | 93%  |
|                                | No. of visitors | 157         | 86          | 46          | 289   | 104% |
| Other                          | No. of titles   | 20          | 2           | 1           | 23    | 70%  |
|                                | No. of visitors | 26          | 2           | 1           | 29    | 48%  |
| Cumulative Total               | No. of titles   | 793         | 125         | 67          | 985   | 102% |
|                                | No. of visitors | 1,300       | 280         | 158         | 1,738 | 99%  |

## Trade Visitor

TOKYO AUTO SALON now offers a B to B environment and works positively to entice more overseas trade buyers into the show. TAS Trade Visitor Credentials encourage more trade buyer attendance who wish to reinforce their business relationship with exhibitors as well as those looking to meet exhibitors for new business opportunities.

| Country/Region | Company                                      | Type of business                       |
|----------------|--|--|
| U.S.A.         | 2020 Auto Detailing LLC                      | Auto parts shop                        |
| U.S.A.         | DFW Decals                                   | Car accessories/equipment manufacturer |
| U.S.A.         | Emotion International                        | Auto parts shop                        |
| U.S.A.         | Honda R&D Americas, INC.                     | Technology R & D                       |
| U.S.A.         | Motorcade International                      | Auto parts shop                        |
| UAE            | FORMULA TYRES TRADING LLC                    | Wheel shop                             |
| U.K.           | Hidden Performance                           | Auto parts shop                        |
| Indonesia      | PT. Astra Daihatsu Motor                     | Car dealer                             |
| Indonesia      | PT. Elangperdana Tyre Industry               | Tyre manufacturer                      |
| Indonesia      | PT. HIN Promosindo                           | Car dealer/Auto parts shop             |
| Canada         | Boom Plus Toys                               | Auto parts shop                        |
| Canada         | Penney Auto Body                             | Auto parts shop                        |
| Singapore      | Project S pte Ltd.                           | Auto parts shop                        |
| Taiwan         | CARRAYS CO., LTD.                            | Auto parts shop                        |
| Taiwan         | FAMES Technology Co., Ltd.                   | Auto parts shop                        |
| Taiwan         | SIMOTA Racing Sports                         | Brake system/Auto parts manufacturer   |
| Taiwan         | Taiwan Motor Image Co., Ltd. (Subaru Taiwan) | Car dealer                             |
| Czech          | Escape6 s.r.o.                               | Car accessories/equipment manufacturer |
| China          | CUSCO  | Auto parts manufacturer                |
| China          | Qingdao Koowai Tyre Co., Ltd.                | Tyre manufacturer                      |
| Finland        | Autokeskus OY Konala                         | Car dealer                             |
| Finland        | The-Enterprise Oy                            | Auto parts shop                        |
| Hong Kong      | Avnet Technology Hong Kong Ltd.              | Electric parts manufacturer            |
| Hong Kong      | Ming Him Trading Co., Ltd.                   | Auto parts shop                        |
| Hong Kong      | New Ace (HK) Limited                         | Diecast model cars shop                |
| Hong Kong      | Techfull Wise Limited                        | Auto parts shop                        |
| Hong Kong      | Tuning Art Co., Ltd.                         | Auto parts shop                        |
| Hong Kong      | VPANG Architects Ltd.                        | Design company                         |

## Floor Plan (the size of the venue)



\*All exhibitors and vehicles on display at TAS 2017 are available on our official website. \* in Japanese only