

TOKYO AUTO SALON 2019 EVENT REPORT



Greetings

Thank you very much for your participation and commitment to TOKYO AUTO SALON 2019.

We are delighted to announce that the 37th TOKYO AUTO SALON achieved a successful conclusion of its three-day run. The 2019 show again took place at the entire Convention Complex of MAKUHARI MESSE occupying International Exhibition Halls 1 - 11, Makuhari Event Hall, International Conference Hall, Outdoor Arena and the neighbouring ball Park ZOZO Marine Stadium's private road. Having had 330,666 attendees overall, TOKYO AUTO SALON 2019 owes this huge success to all of you concerned. Your untiring contribution and dedication are deeply appreciated.

We hereby provide a report on the 2019 show along with the results of visitor survey questionnaire conducted onsite. The results show visitor profile including their lifestyle with cars, 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.

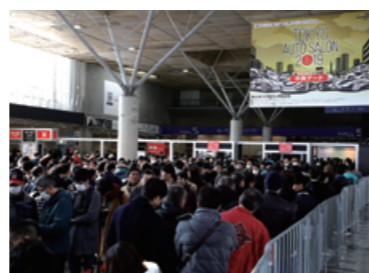
TOKYO AUTO SALON keeps serving as a driving force to enrich the Japanese custom car culture, and continues unremittingly with our efforts to be the best auto show in the world. We are always striving to improve the show to cater for exhibitors and visitors alike. Thank you in advance for your support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

We would love to see you again at TOKYO AUTO SALON 2020 scheduled between January 10 and 12, 2020 at the MAKUHARI MESSE.

Masaharu Sakai
Executive Director
Tokyo Auto Salon Association

About the Show

- **Name of the Event** : TOKYO AUTO SALON 2019
- **Dates** : Friday 11th, Saturday 12th and Sunday 13th January, 2019
- **Venue** : MAKUHARI MESSE International Convention Complex 2-1 Nakase, Mihama-ku, Chiba-city, Chiba (Int'l Exhibition Halls 1-11, Int'l Conference Hall, Makuhari Event Hall, Outdoor Arena and ZOZO Marine Stadium private road)
- **Show Hours** :
 - Fri, 11 Jan Trade and media day. Open limitedly to premium ticket holders. 9:00am – 7:00pm (9:00am – 2:00pm: silent time)
 - Sat, 12 Jan Open to public. 9:00am – 7:00pm
 - Sun, 13 Jan Open to public. 9:00am – 6:00pm
- **Admission** :
 - Premium ticket (good for Friday after 2:00pm)
Advance purchase: ¥3,000 / At the door: ¥3,500
 - General ticket (good for one day either Saturday or Sunday)
Advance purchase: ¥2,000 / At the door: ¥2,500(adult 19 and over) / ¥1,800 (youth 13 to 18)
* Children 12 and under are free (must be accompanied by adult).
Advance tickets were available at:
Yahoo! Ticket, Lawson, Seven Eleven, Family Mart, Mini Stop, Ticket PIA, e+ (e plus), Lawson Ticket, Seven Ticket, funity and TOKYO AUTO SALON Online Ticket
- **Promoter** : Tokyo Auto Salon Committee
- **Organizer** : Tokyo Auto Salon Association (TASA)
- **Co-Promoters** : Chiba Prefecture, Chiba City
Nippon Auto Parts Aftermarket Committee (NAPAC)
Japan Automobile Manufacturers Association, Inc. (JAMA)
Japan Automobile Federation (JAF)
- **Supporting Organizations** : GRAN TURISMO, Yahoo! Ticket, TOMICA, PUMA Japan K.K., CAR TRADE
SPR Japan Co., Ltd., FAITH Inc., Initial D/MF GHOST, Fast & Furious
- **Special Partners** : MAKUHARI MESSE, San-ei Shobo Publishing Co., Ltd.
- **Partners** : ASEA Division, JAWA Division, JASMA



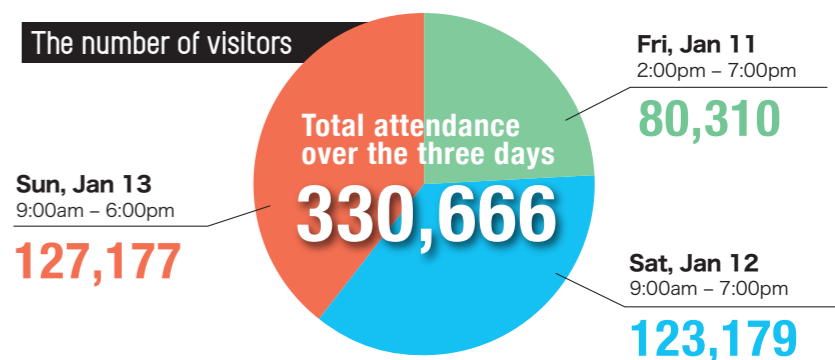
POST-EVENT SUMMARY REPORT on attendees

Livelier Than Ever with 330,000 Attendance Custom Culture Moves into a New Era

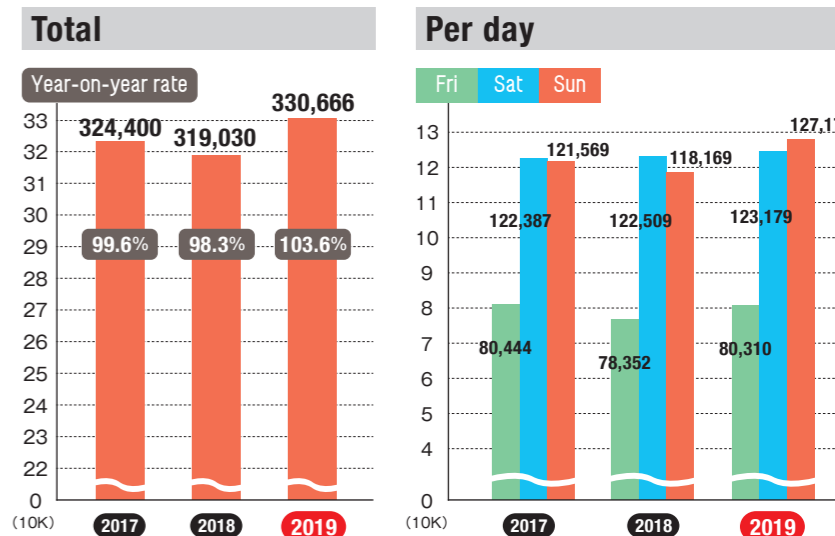
With a focus on entertainment and sport aspects of the car culture, an ambitious aftermarket exhibition "Tokyo Exciting Car Show" inaugurated in 1983. It was when Japan was enjoying an economic boom and the automakers perpetually launched new cars featuring the pure joy of driving. On top of that, "Option" magazine, the founder and keystone of the show, had explosive sales. With the expansion of scale, we renamed it to "TOKYO AUTO SALON" in 87. The venue initially was the Tokyo International Trade Centre in Harumi, then the Tokyo Big Sight in Ariake, and finally the Makuhari Messe International Convention Complex. The 37th show achieved great success reaching a record-high of 330,666 attendance. We have broken 300,000 visitor mark for 5 straight years since 2015.

TOKYO AUTO SALON in recent years has major domestic and foreign automakers featuring their unique customization and motorsport flavour. It is now acknowledged by car fans as the annual car extravaganza covering the gamut of car related concerns.

We have undergone a gradual change across the ages but a lot of "mischievous-ish" magnetism and gorgeous & sexy booth girls remain to spice up the show nevertheless. Counterculture property is the lasting charm of TOKYO AUTO SALON that makes us stand out from the rest of auto shows.



Trend in attendance over the past three years



906 Vehicles from 426 Exhibitors with Synergistic Content Create Show for All

The opening day of TOKYO AUTO SALON is reserved for media, industry insiders and invitees where a lot of exhibitors take the opportunity to hold a press conference. Most notably, the automakers nowadays have a leaning towards unveiling world premiere models of sport concept and motorsport cars which they have devoted much effort to. The 2019 show also attracted tremendous interest with ever more automakers introducing new models as well as announcing their motorsport activities for the year. Getting identified as an important opportunity for crucial presentation proves that TAS is now the show of recognized standing.

Having been extremely successful on the first attempt in 2018, the 2nd genuine collectible car auction "TOKYO AUTO SALON AUCTION with BH Auction" was held on Friday at the Event Hall. By creating vintage/racing cars' values in a transparent manner we expect the car culture to be more valuable as articles of virtue.

"TOKYO AUTO SALON presents Riding Shotgun" at the neighbouring ball park ZOZO Marine Stadium private road took place after one year of suspension for the park's major renovations. The event gave an exciting driving experience in a passenger seat of highly coveted custom car or classic car.

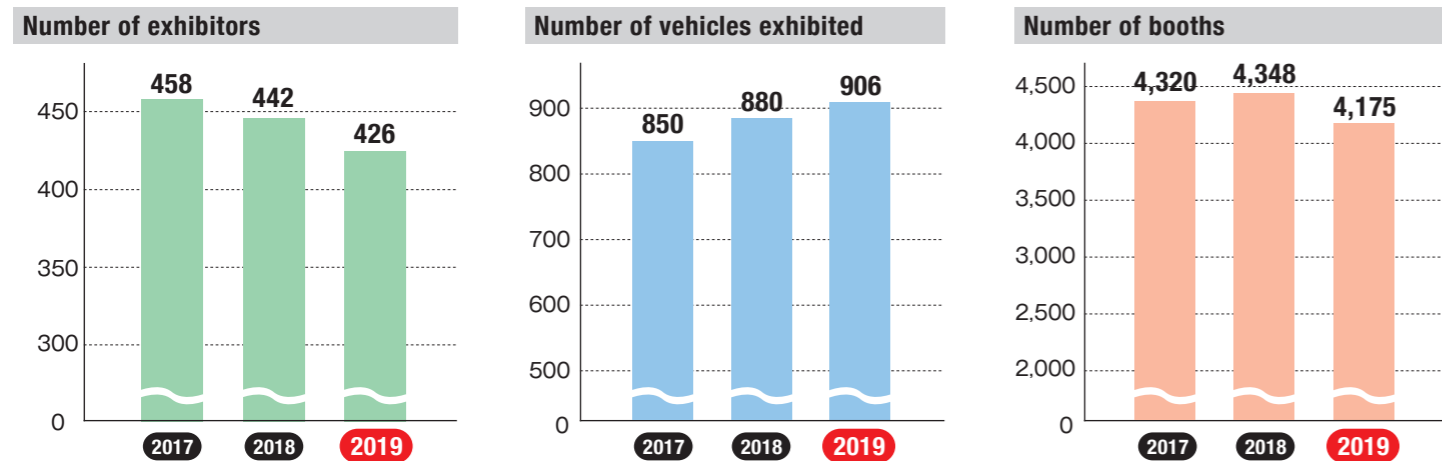
Unfortunately one of the signature content "motorsport demo run" was recessed due to the closure for refurbishment of the outdoor arena. Alternatively, though, we attempted "Tokyo Meat Salon" produced by the comedian as well as the charismatic meat gourmet Jimon Terakado. His selected meat dinings turned out to be well received by the visitors.

The exciting 3 days in the Makuhari Bay Area ended successfully in that way. With even richer content, TOKYO AUTO SALON 2020 takes place from Friday 10 to Sunday 12 January 2020, the year of Tokyo Olympic Paralympic Games, at MAKUHARI MESSE International Convention Complex.



Figures on exhibitors	
Number of exhibitors	426 Year-on-year rate: 96.4%
Number of vehicles exhibited	906 Year-on-year rate: 103.0%
Number of booths	4,175 Year-on-year rate: 96.0%
Fee-charging booths	3,692
Vehicle display booths	200

Trend in the number of exhibitors over the past three years



Live Performances

Live performances are now becoming one of the highlights of TAS. The 2019 show featured AUTO SALON Special Live on Saturday and Yahoo! Ticket LIVE 2019 on Sunday, both of which got a gorgeous roster of artists bringing a lot of excitement to the Event Hall.



Admission Free Area

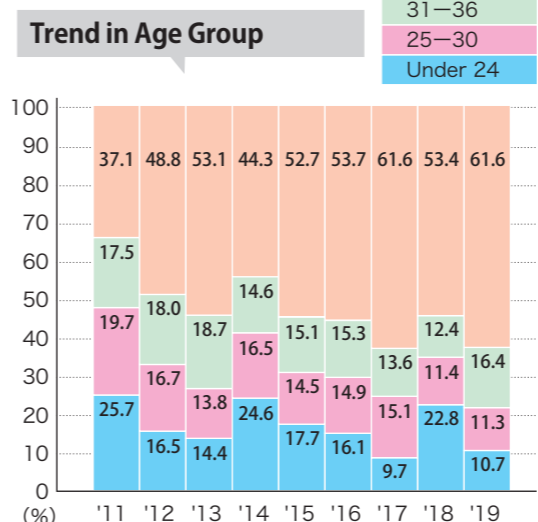
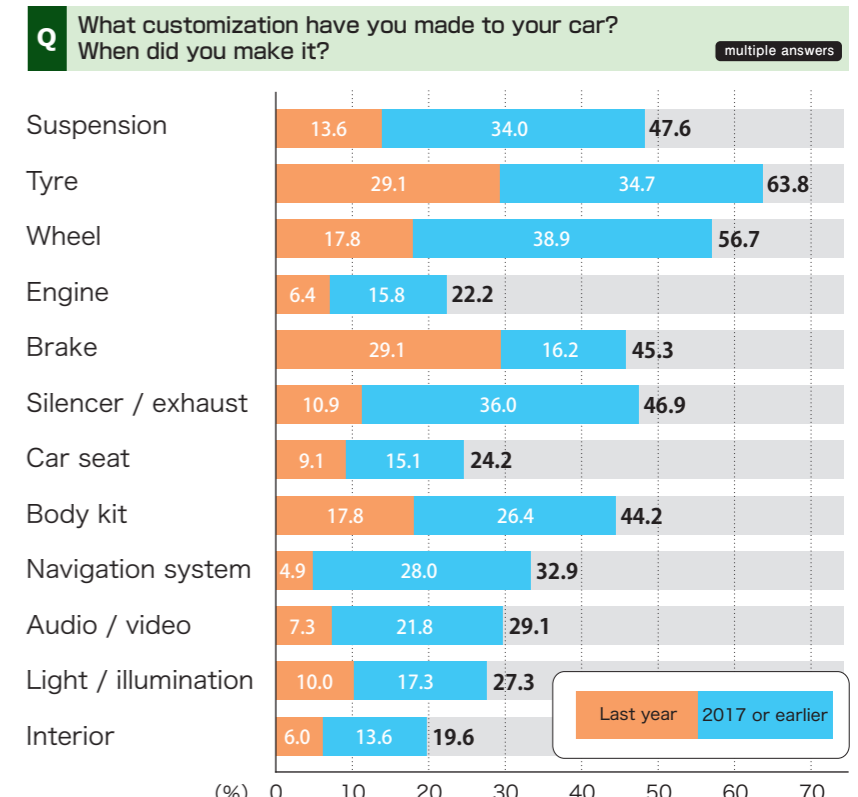
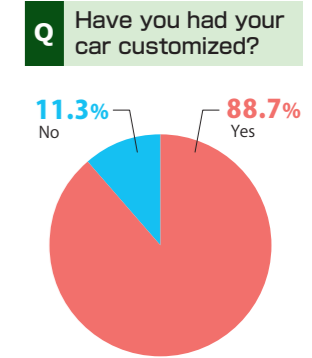
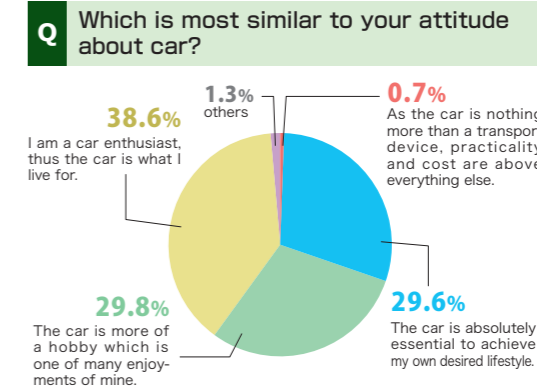
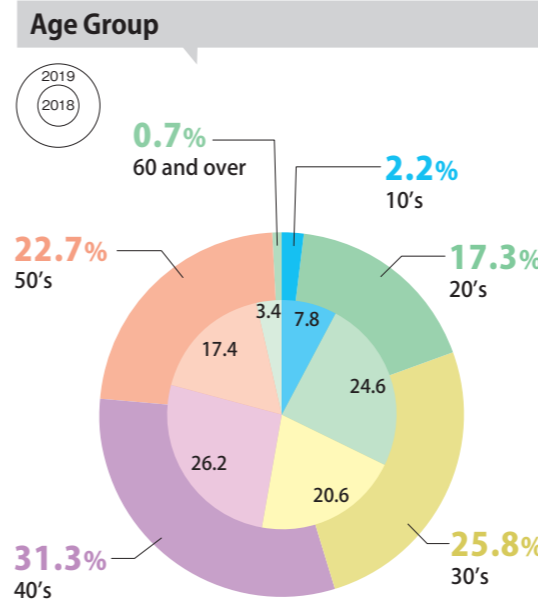
As a fresh attempt for 2019, we set up two admission free areas to entice casual fans and families into TAS. One was outdoor arena at Makuhari Messe including a food festival, and the other was the neighbouring ball park ZOZO Marine Stadium featuring a driving experience.



Collectible Car Auction

Following a big success in 2018, the 2nd "TOKYO AUTO SALON AUCTION with BH Auction", a genuine collectible car auction, took place on Friday night in a far larger scale with 50 vehicles to be auctioned off - all rare and historically valuable cars.

VISITOR PROFILE



TOKYO INTERNATIONAL CUSTOM CAR CONTEST 2019

Three winners each were voted in eight categories, of which the top winner was chosen as the category's best. TAS then engaged fans in voting the post-show online poll, and the top vote-getter won the Grand Prix.

Eligibility for Participation

Any vehicle taken part in TAS 2019 except purpose-built racing cars/past contest winners are eligible for an entry into the contest to compete on excellence in car-tuning achievements that satisfy 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 course of the show on Friday and Saturday).

How the Grand Prix Get Chosen

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

Contest Categories

The contest has below 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 by birth.



Award Winners in Each Category

Best Concept Car Award

Best Concept Car Award recognizes the most outstanding concept car of the year based on either 1) an original vehicle manufactured in an inventive approach or; 2) a production car-based vehicle heavily modified to achieve performance improvements as well as distinctive interior/exterior appearances, thus meant to be an advocator of a radically new concept. Cars entered in this category do not have to be street legal.

HKS TRB-04 entered by HKS

Best Dressed-up Car Award

Best Dressed-up Car Award recognizes the most outstanding dressed-up car of the year designed to pursue stylistic fineness. The key criteria for consideration are dress-up excellence in appearance, technique and ingenious ideas for exterior/interior customization, and as to how well-finished overall. Cars entered in this category basically are display-dedicated and not have to be street legal.

NATS RX-STANCE entered by NATS Nihon Automobile College

Best Tuned Car Award

Best Tuned Car Award recognizes the most outstanding street-legal tuned car of the year that has been modified to produce even more power.

SONKIMLAND WEST FIELD entered by RE Amemiya

Best Sedan Award

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

WRX STI Rally Concept entered by SUBARU/STI

Best Minivan/Wagon Award

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

L-TIDE ODYSSEY Usagi SP 2019 entered by L-tide

Best SUV Award

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

Jimmy Wald Black Bison Edition entered by N's STAGE

Best K-car/Compact Car Award

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

G-mini entered by OEP222

Best Imported Car Award

Best Imported Car Award recognizes the most outstanding street-legal imported car of the year 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 accessibility of the utility space, unique ideas for dress-up and as to how well-finished overall.

ROHAN METAL IMPALA entered by ROHAN

Media Attendance

TOKYO AUTO SALON 2019 had a cumulative total of 1,886 members of the media from 957 titles, and consequently got a lot of media exposure on TV, newspapers, magazines, websites and suchlike.

Category	Date	Fri, Jan 11	Sat, Jan 12	Sun, Jan 13	Total	y/y
		No. of titles	46	15	7	68
Television	No. of visitors	148	78	18	244	109%
	No. of titles	9	1	1	11	92%
Radio	No. of visitors	19	1	1	21	70%
	No. of titles	5	0	1	6	100%
Newspaper	No. of visitors	10	0	1	11	58%
	No. of titles	22	6	7	35	121%
News Agency	No. of visitors	36	7	8	51	56%
	No. of titles	53	17	11	81	133%
Magazine	No. of visitors	106	35	15	156	103%
	No. of titles	125	33	21	179	89%
Automobile-related Publication	No. of visitors	330	48	26	404	86%
	No. of titles	41	13	8	62	100%
WEB	No. of visitors	59	15	7	81	69%
	No. of titles	188	50	36	274	112%
Industry-specific Publication	No. of visitors	409	91	52	552	104%
	No. of titles	98	43	31	172	132%
Overseas Media	No. of visitors	147	70	37	254	99%
	No. of titles	43	15	11	69	123%
Other	No. of visitors	77	20	15	112	151%
	No. of titles	630	193	134	957	112%
Cumulative Total	No. of visitors	1,341	365	180	1,886	96%

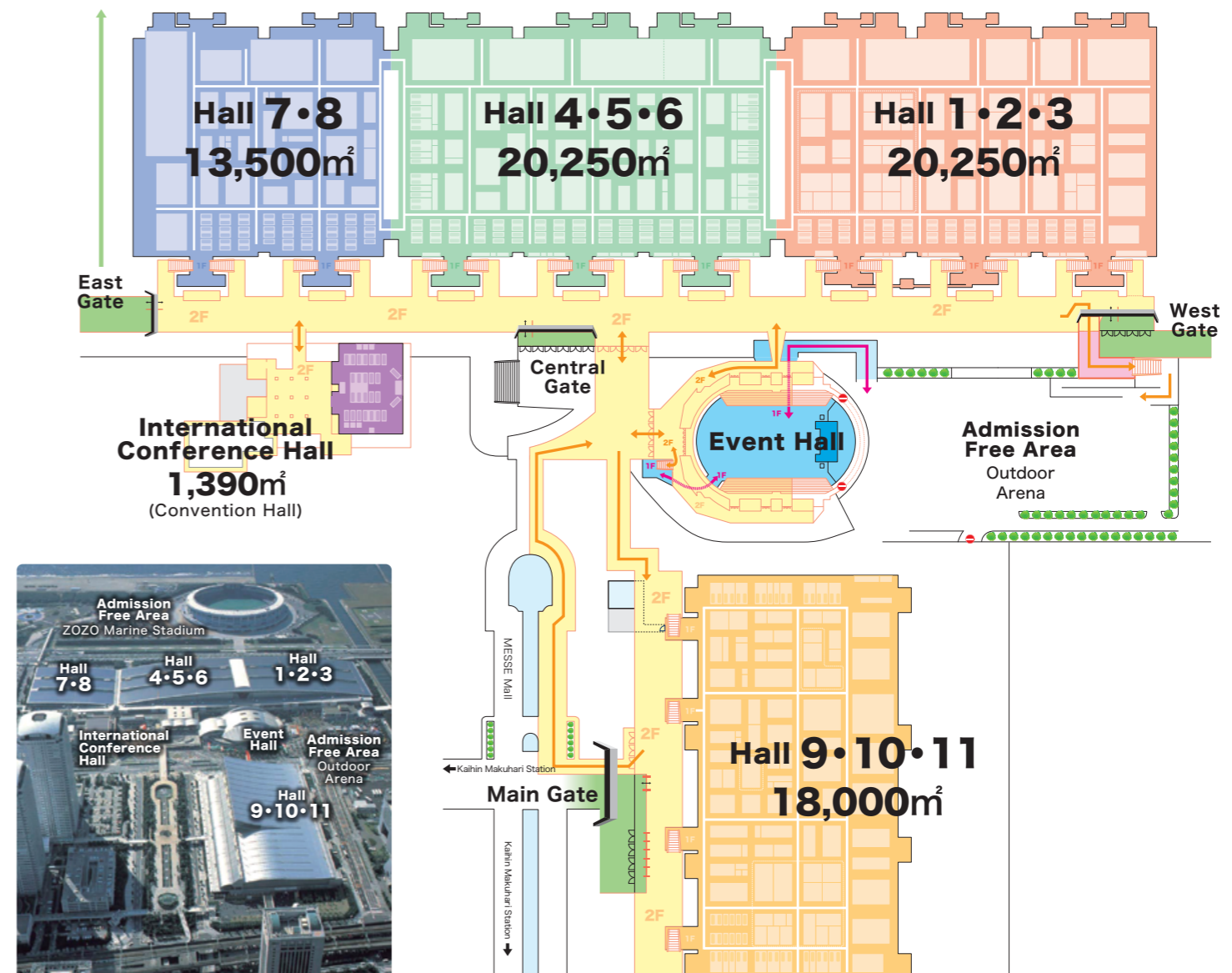
Trade Visitor

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.	Emotion International Inc.	Auto parts distributor
	HiLM LLC Junick USA	Exterior parts/body kit distributor
	MGP Caliper Covers	Brake system/parts manufacturer
	Neo Garage LLC	Auto parts distributor
U.K.	Static Performance	Auto parts distributor
	Walmart.com	Mega retailer
	B-Secur	Cockpit system developer
Australia	Beskid Trading Ltd.	Auto parts retailer
	Dynas Group Ltd.	Wheel manufacturer
	Prodrive	Racing car constructor
Canada	Sam's Detailing	Car accessories/equipment manufacturer
	StreetFX Motorsport	Auto parts distributor
	Tyres R Us	Tyre retailer
Korea	Newcar Leasing	Car dealer
	Alpha Motorsports	Auto parts retailer
	Aria Auto Service	Auto parts retailer
Singapore	Axon Driver Solutions	Driving school
	Boom Plus Toys	Auto parts distributor
	DAONBIZ	Car accessories/equipment manufacturer
Thailand	Lynlex	Auto parts distributor
	InnoMotive Ltd.	Auto parts retailer
	Bei Shin Automotive Trading	Auto parts distributor
Taiwan	Boschman Enterprise	Auto parts distributor
	Car Care Technology Co., Ltd.	Car detailing products manufacturer
	Dou Nan Automotive Trading	Auto parts distributor
China	Jieh Jia Enterprise Co., Ltd.	Brake system/parts manufacturer
	Kayenne Co., Ltd.	Auto parts manufacturer
	Manhow Trading	Auto parts distributor
Philippines	Tai How Automotive Trading	Auto parts distributor
	Yi How Automotive Trading	Auto parts distributor
	Adient Performance Seat Sales	Seat/seatbelt distributor
France	Shenzhen CSEMA Tech Co., Ltd.	Auto parts distributor
	Long Hao Trading Co., Ltd.	Auto parts distributor
	Maxen Tires Co., Ltd.	Tyre manufacturer
Belgium	Shenzhen Baiyue Autopart Limited	Auto parts distributor
	Three Sixty Wheels Ltd.	Wheel manufacturer
	TitanTechPH	Auto parts distributor
Hong Kong	CARGASS	Exterior parts/body kit retailer
	Full Xenon	Tyre retailer
	Grand Tourisme Import	Car dealer
Malaysia	Midnight Performance Europe	Auto parts distributor
	AUTOBEE	Auto parts retailer
	BC Detailing Hong Kong Limited	Car detailing service
Malaysia	Protech Monte-Carlo Hong Kong	Car beauty service
	R-tuned	Auto parts manufacturer
	Radical Technologies Company Limited	Auto parts manufacturer
Malaysia	Shure Asia Limited	Audio/navigation system manufacturer
	Skywalker Auto Company	Car dealer
	Tuning Art Co., Ltd.	Auto parts distributor
Malaysia	B.H.L. Alloy Wheel Sdn Bhd	Wheel distributor
	Skyline Motorsport Sdn Bhd	Auto parts manufacturer

Venue Overview

Admission Free Area ZOZO Marine Stadium



*All exhibitors and vehicles on display at TAS 2019 are available on our official website. * in Japanese only