



November 5, 2008

The World's Biggest Custom Car Show
TOKYO AUTO SALON 2009 with NAPAC
This long-awaited custom car festival will be held in January 2009,
and co-hosting of
IMPORT AUTO SALON 2009
as the first launch for imported models

TASA (Tokyo Auto Salon Association)

TASA (Tokyo Auto Salon Association) is pleased to announce that TOKYO AUTO SALON 2009 with NAPAC, the biggest custom car and car-related product show, will be held over a three-day period from January 9 (Friday) to 11 (Sunday) 2009, in the International Exhibition Halls 1 to 8 at Makuhari Messe in Mihama Ward, Chiba City, Chiba Prefecture, Japan. Makuhari Messe will be also co-hosted as the first launch for IMPORT AUTO SALON 2009 (International Exhibition Hall 9). The new show will showcase and introduce custom import cars and related products. Attendees can view both shows with the same admission ticket. A total of 250,000 people are expected to attend the 3-day mega event.



Scene from Tokyo Auto Salon 2008

Around 300 companies, schools and organizations, including major Japanese automakers, aftermarket parts makers, custom car shops, companies in automobile-related industries and automotive vocational schools will be represented at the TOKYO AUTO SALON 2009 with NAPAC.



A wide range of custom cars and customization-related products will be on display, along with all the information and know-how such as customization technology that will enable visitors to enjoy their own taste in custom cars. Various custom car-related items will also be available for purchase. In addition, this comprehensive automotive aftermarket event will hold talk shows featuring appearances by celebrities and famous drivers, live musical performances, demonstration runs, test rides and other attractions that will be sure to satisfy everyone—young or old, male or female—and not just automobile or motor sports fans.

The IMPORT AUTO SALON 2009, which has “Executive & Elegant” as its topics, will be held for the first time in 2009. The event will introduce and showcase custom import cars from the U.S. and Europe, and is highly anticipated by import car fans. Around 50 companies, including import car

dealers, import car aftermarket makers and buyers, are expected to take part.

Customized import cars have also been exhibited at the TOKYO AUTO SALON, where the charm of their dressed-up look enabled by the unique design characteristics and styling of import cars, from luxury cars through to cool compact cars, attracted a lot of attention because the look was so different from that of Japanese cars. However, we heard a lot of comments such as “I would like to gain know-how on customizing an import car in a more comfortable setting” from visitors, and “I need a venue layout that is appropriate for the status of import cars, a layout where visitors can take their time looking at the exhibits” from the exhibitors.

The TOKYO AUTO SALON executive office therefore decided to hold the IMPORT AUTO SALON 2009 in response to these requests from both visitors to the show and the exhibitors. A special area with a calm ambience for business discussions has been incorporated into each of the booths which have been laid out in a way that ensures that there is plenty of space in which to view the exhibits. The exhibitors will not hold any in-booth events, and booth girls will not be assigned to any of the booths. The exhibition area will literally be an “Executive & Elegant” space where visitors will be able to enjoy fill of the charm of the customized import cars at their leisure.

The TOKYO AUTO SALON event traces its history back to the Tokyo Exciting Car Show which was held in 1983 as a forum for establishing the custom car culture. The name was changed to TOKYO AUTO SALON in 1987, and this year will mark the event’s 27th anniversary. Last year’s show featured exhibits by 329 companies, organizations and schools, with 593 vehicles and the latest customization items on display for the benefit of the 249,132 visitors to the show.

A custom car is “a car just for me”, a vehicle that the owner has fallen in love with and whose exterior and interior have been customized in various ways to suit the owner’s own taste and lifestyle, and which has had parts added to enhance its running performance. In the past, custom cars were strongly associated with young people, or so-called “street racers”, but in recent years custom cars are being supported by an extensive fan base that includes women owners and baby boomers who are into customization. The popularity of custom import cars has also increased.

Media coverage of the event

Advance media registration is required for all on-site media coverage of TOKYO AUTO SALON 2009 with NAPAC. Media registration will start in end of November 2008. Notification of the details of the registration procedure will be made by press release and on the official event website.

Events

-- Tuning/Dress-up products exhibition

New products and technologies for use in tuning and dress-up

-- Custom car exhibition

Cars dressed up using dress-up parts and accessories

Cars highlighting tuning technology

-- Exhibition and sales of other products

Automobile-related games, aftermarket parts, motor sports goods, etc.

-- Events

2009 Tokyo International Custom Car Contest

Debates and discussions by exhibitors and supporting organizations

On-stage events organized by the TASA (Tokyo Auto Salon Association)

* Note regarding the Tokyo International Custom Car Contest

Grand Prix and Award for Excellence prizes will be awarded in the following eight categories:

Concept Car, Tuning Car, Sporty Car, Sedan, Minivan, Wagon, Compact Car and Import

* Note regarding the AUTO SALON official website (<http://www.e-autosalon.net/>)

Press releases and other information will be provided promptly on the official AUTO SALON website (<http://www.e-autosalon.net/>). Please feel free to download the above photographs of the image girls, the logo, banner and any data related to last year's event.

Please access the data in the following order:

AUTO SALON official website ⇒ TOKYO AUTO SALON 2009 ⇒ FOR PRESS

-Media enquiries about TOKYO AUTO SALON:

Tokyo Auto Salon Association Press Room TEL: +81-3-3222-7576/FAX: +81-3-3222-7518

E-mail: autosalon2009@publicity-bur.co.jp

-General enquiries:

TASA (Tokyo Auto Salon Association)

E-mail: info@e-autosalon.net

Outline

Title	TOKYO AUTO SALON 2009 with NAPAC IMPORT AUTO SALON 2009
Show dates	January 9, 10 and 11 (Friday through Sunday)
Location	MAKUHARI MESSE (Nippon Covention Center) 2-1, Nakase, Mihama-ku, Chiba-shi, Chiba-ken, Japan TOKYO AUTO SALON 2009 with NAPAC : International Exhibit Halls 1 through 8. IMPORT AUTO SALON 2009 : International Exhibit Hall 9
Show schedule	Friday, January 9 9:00 a.m. to 6:00 p.m. (Trade & Media Day) Holders of premium tickets: Entry permitted after 13:00 Saturday, January 10 9:00 a.m. to 6:00 p.m. (Open to the public) Sunday, January 11 9:00 a.m. to 5:00 p.m. (Open to the public)
Admissions	Common admission ticket - Premium ticket (1:00 p.m. to 6:00 p.m. January 9 Friday) 3,000 yen Advance ticket: 2,500 yen - General admission ticket(9:00 a.m. to 6:00 p.m. January 10 Saturday or 9:00 a.m. to 5:00 p.m. January 11 Sunday) 2,000 yen (Adult) / 1,500 yen(Junior High School/High School Student) Advance ticket: 1,700 yen * Elementary school children or younger: Free of charge (must be accompanied by an adult)
Ticket sales	Lawson L code [35555] Seven-Eleven, Lawson, FamilyMart Common product number: January 9 Friday [0253000]/January 10 Saturday or January 11 Sunday [0252000] Circle K Sunkus e+ (e-plus) Internet (http://www.e-autosalon.net/)
Promoter	TASA (Tokyo Auto Salon Association)
Official website	http://www.e-autosalon.net/
Enquiries	●General enquiries: TASA (Tokyo Auto Salon Association) E-mail: info@e-autosalon.net ●Media enquiries: Tokyo Auto Salon Press Room TEL: +81-3-3222-7576 / FAX: +81-3-3222-7518 E- mail: autosalon2009@publicity-bur.co.jp