

PRESS RELEASE FOR MEDIA

One of the world's biggest motor shows for modified and tuned cars is coming to Malaysia!

The renowned Tokyo Auto Salon is set to land and make its inaugural appearance on the shores of Malaysia. Automotive aficionados can look forward to some radical modifications permitted on automobiles, a vast array of automotive accessories and aftermarket services. Tokyo Auto Salon Kuala Lumpur will feature unique cars and Japanese Race Queens seen at past Tokyo Auto Salon, a treat for visitors to look forward to.

Malaysia boasts one of the highest household car ownership per capita in the world and ASEAN's biggest car ownership per capita. Malaysia Automotive Aftermarket Service Market is expected to reach about USD 6.8 billion in Revenue by 2025 (source by Ken Research.) The Tokyo Auto Salon Kuala Lumpur is the perfect meeting ground for automotive aftermarket product and service providers to engage their market directly.

"We are delighted to secure the exclusive license to the Tokyo Auto Salon and it is an honour to be shortlisted by San Ei Corporation, the owner of the Tokyo Auto Salon intellectual property, to be their partner outside Japan. Tokyo Auto Salon Kuala Lumpur will be the only licensed franchise directly under the brand in the world. The event will lend a helping hand in re-invigorating the aftermarket industry, hard hit by pandemic." Said Riduwan Matni, CEO of MUSE Group. The company was also behind Tokyo Auto Salon Singapore held in 2013 which attracted over 70,000 visitors to the event held over 3 days at the Marina Bay Sands.

Visitors will be captivated by the cars on display, both locally and from Japan, with some of them the only working prototype in the world. Car modification allows owners to personalise their vehicles, reflecting their vision of the perfect car. The Tokyo Auto Salon celebrates these individual pursuits.

Tokyo Auto Salon Kuala Lumpur will be held between 9-11 Jun 2023 at the Malaysia International Trade & Exhibition Centre (MITEC) in Kuala Lumpur. Entrance fee is priced at RM40/day and tickets can be secured online. Those who purchase before the event day will enjoy a 10% discount. Ticketing details will be announced in due course.

The venue, MITEC Kuala Lumpur is voted the best convention centre in Malaysia and will be the ideal setting for this year's event. We expect over 150,000 visitors to attend the inaugural Tokyo Auto Salon Kuala Lumpur 2023, a mixture of public and the business community. The event offers an excellent opportunity for Japanese and local industry players to engage and explore business opportunities in Malaysia. MITEC is approximately 80km from the airport and easily accessible via train or taxi from the Kuala Lumpur International Airport. There are a number of business hotels located within the 2km vicinity of MITEC.

Any companies who would like to display, showcase and promote their car related products and services are most welcome to reach out to us. The organisers Space is limited and on a first come first serve basis. Book now to avoid disappointment.

For more information or enquiries, visit the website at www.tokyoautosalonkl.com

About Muse Group Asia

MUSE Group is a marketing and brand activation agency, specialising in MUSIC, SPORTS and ENTERTAINMENT, with extensive experience in organising large scale and international events, especially in sports. MUSE has also been involved in consulting a number of blue chip companies and government agencies in the region on events and marketing. In Malaysia, MUSE has organised major sporting events such as L'Etape Malaysia by Tour De France, Spartan Race, the Marvel Run, Malaysia's biggest half marathon – the HSN21km and many more.

With 10 years of operating in SEA, MUSE is one of the biggest local sports agencies in the region with offices in Kuala Lumpur, Bangkok and Singapore.