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## MEDIA RELEASE

DATE: 9 JUNE 2023

### INAUGURAL TOKYO AUTO SALON KUALA LUMPUR OPENS

The Inaugural **TOKYO AUTO SALON KUALA LUMPUR** at the Malaysia International Trade & Exhibition Centre (MITEC) today officially opened its doors to a sea of fans and car lovers.

The event was officially opened by the Honorable Minister of Investment, Trade and Industry Yang Berhormat Senator Tengku Datuk Seri Utama Zafrul Tengku Abdul Aziz. Also present were Mr Jason Yap, the Chief Executive Officer And Director of Element X Strategies, Encik Riduwan Matni, the Chief Executive officer of MUSE Group Asia, and Mr Hidenori Ito the Chief Executive Officer of San Ei Corporation.

In congratulating Element X Strategies, MUSE Group Asia and San Ei Corporation for collaborating to organize Tokyo Auto Salon Kuala Lumpur, Yang Berhormat Senator Tengku Datuk Seri Utama Zafrul described the event as incredibly innovative.

“Congratulations for an incredibly innovative undertaking (to bring the show outside of Japan) and one that I sincerely believe will bring exceptional value to not only Malaysia and the ASEAN region but also serve as an important catalyst for greater business opportunities between Japanese and the regional automotive and aftermarket industry players.”

“Tokyo Auto Salon Kuala Lumpur serves an important and influential platform to cultivate and enhance business opportunities and collaborations. This is an area that greatly interests and continues to be pursued by Malaysia and one that I hope Malaysian businesses and entities will take full advantage of.”

The show, a satellite event modeled identically after the world’s foremost renowned custom and performance car show in Japan, covers a total floor space of 130,000 sq ft and is expected to draw 150,000 visitors from within Malaysian and the ASEAN region from 9-11 June.

“Tokyo Auto Salon Kuala Lumpur kicks off with humble beginnings in 2023. It is nowhere as large as the original show in Japan but we are optimistic of progressively growing the show moving forward,” said Yap.



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“What we lack in scale we believe we have more than compensated for in terms of quality of the displays and exhibits. The participation of renowned tuners from Japan and the arrival of specially-tuned and award-winning cars, in addition to the spectacular participation of locally-modified vehicles, have also given the show an exceptionally high degree of prestige worthy of the Tokyo Auto Salon.”

A fleet of specially imported show-stopping cars from Japan and tier-1 exhibitors and tuners the likes of Top Secret, Spoon, HKS and Greddy among others anchors the show.

These include the following Japanese show stoppers:

- Top Secret Gold Nissan GTR
- Active Carbon R32 Gt-R Rb30 Kai Concept by (Garage Active)
- Forte C7 Corvette Forte Wide Body
- Spoon Honda Nsx
- HKS GR Supra Aero
- HKS Driving Performer GR86 Type-R
- Greddy Nissan Fairlady Stance RZ34
- Kuhl Japan & Vrarva Mars Toyota Rav 4
- Subaru Levorg Kruise Kr - Vn5rr
- Sphere Racing Orochi
- Rohan X Bloom Gold Mustang
- Toyota 2000gt Hosoya Shihomi Grand Prix
- Renault Ravage A110 By Cars Hatano
- Jeep Wrangler

“The love for JDM cars is exponential worldwide and the Tokyo Auto Salon has been at the epicenter of this phenomenon. Tokyo Auto Salon Kuala Lumpur is envisioned to become a strategic hub for both enthusiasts and our members in ASEAN,” said Riduwan.

In 40 years of the Tokyo Auto Salon being organized, it has grown into one of if not the top tiered international shows for both enthusiasts and exhibitors. The show is a prestigious platform for vehicle manufacturers as well as aftermarket accessories and performance parts companies to showcase their latest and most innovative offerings. On average 1,000 vehicles, more than 500 exhibitors, 4,000 booths and over 300,000 Japanese and international visitors visit the show annually.



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In addition to local and international exhibitors, Tokyo Auto Salon Kuala Lumpur feature a beautiful line-up of race queens from Japan and cosplayer singing performances by Rina-Hime and Hayate Konno.

And for the first time in Malaysia, there will also be the full display of Initial D cars Display. Hot Wheels will also be displaying a Monster Truck.

More than 100 locally-modified cars are also competing in an auto styling competition and the three days will also welcome the gathering of numerous car clubs. There will also be a number of performances and workshops organized during the show and the sale of Tokyo Auto Salon Kuala Lumpur merchandise.

Exhibitors at Tokyo Auto Salon Kuala Lumpur comprise of not only car tuners, but also companies specializing in parts, maintenance & servicing; car & motorcycle related products, technologies, services & solutions; auto detailing; accessories; custom bikes; tyres; and financial institutions

For early bird ticket holders, the focus will also undoubtedly be on the grand prize of 2 all expenses paid trip to the Tokyo Auto Salon in 2024.

Tickets are priced at RM60 and RM28 per day for adults and children respectively, are available online until the day of show from [www.tokyoautosalonkl.com](http://www.tokyoautosalonkl.com).

*(Issued on behalf of Tokyo Auto Salon Kuala Lumpur by HIT Communications. For more information or enquiries kindly contact Harris Iskandar Taib at [hitcommunications@yahoo.com](mailto:hitcommunications@yahoo.com) or +6019-2711609)*