



# Japan Mobility Show 2025

**Briefing Session  
on Ticket Sales and Show Details  
September 10, 2025**



Let's Go  
MobiShow!

Days Left  
**50**



#CREATION

#FUTURE

Future

Past

#CULTURE

Present

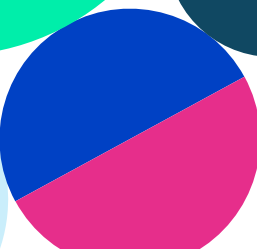
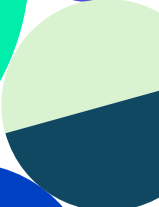
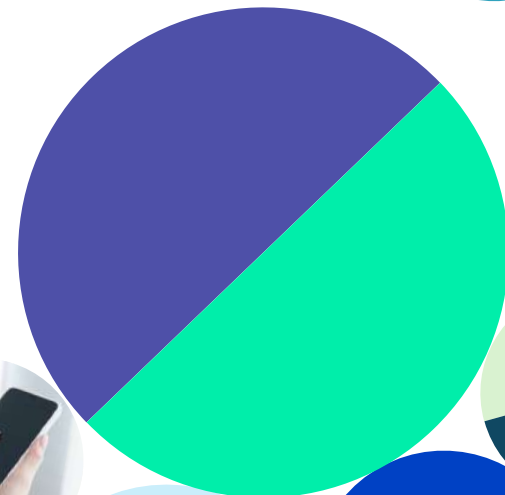
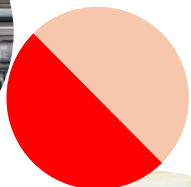
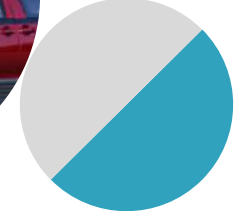
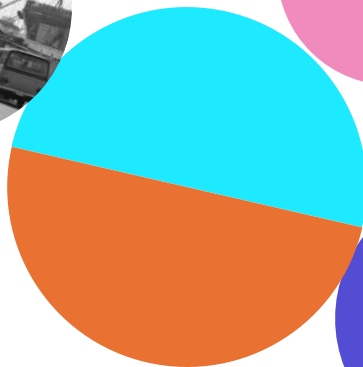
Japan Mobility Show 2025  
gets people excited!



A large indoor car show featuring numerous vintage cars, including a prominent light green station wagon in the foreground. The cars are arranged in rows on a wet, reflective floor. In the background, there are large screens displaying various images, and the overall atmosphere is that of a major automotive exhibition.

**#CULTURE**





**#CULTURE**

**1**

**1950s-1960s:  
Technology  
challenges**



**2**

**1970s:  
Mobility for different  
lifestyles**



**3**

**1970s-1990s:  
A passion for speed**



**4**

**Early 1980s:  
Pop culture &  
individual expression**



**5**

**Late 1980s:  
Bubble era fever**



**6**

**1990s-2000s:  
Impacts on mobility of  
evolving digital technology**



**7**

**2000s onwards:  
Expanding  
lifestyle diversity**





# Technology Challenges

1950s-1960s (postwar to the period of high economic growth)

Rebuilding from the chaos.  
With automobiles  
as with home appliances,  
making the  
**dream of prosperity**  
a reality defined the era  
for Japan and helped it  
to challenge the world  
with greater efficiency and  
forward-thinking creativity.

Civic CVCC



Tama EV



#CULTURE

Enabling exciting  
self-expression  
for people  
through their  
*mobility  
choices*

CB750FOUR-K



1st generation Jimny



Z1





# A Passion for Speed

1970s-1990s

Lancer Evolution III GroupA 1996 WRC  
Winning vehicle @ 1000 Lakes Rally



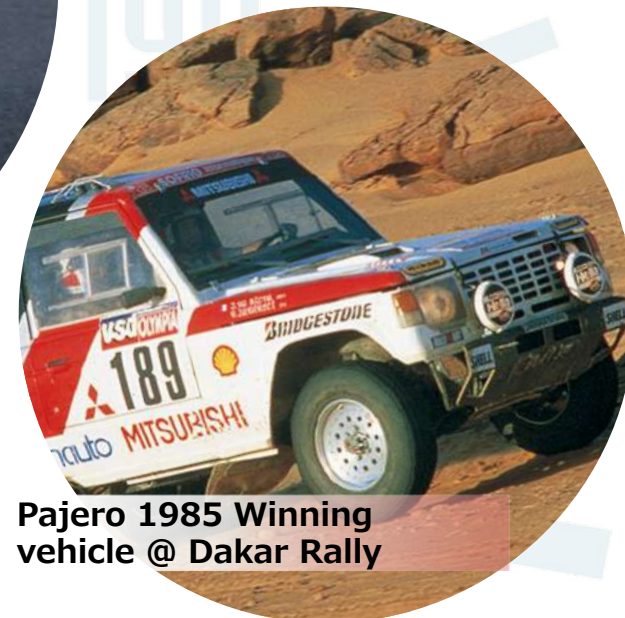
Prince Skyline 2000GT



KR350



Pajero 1985 Winning  
vehicle @ Dakar Rally



Racing car technology from  
the 1970s was incorporated  
into production models,  
integrating speed into the

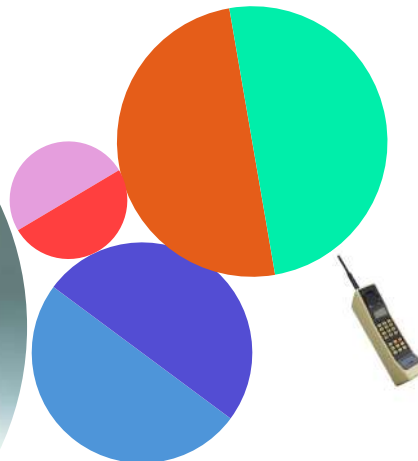
**DNA of**  
responding to  
**challenge.**

# Pop Culture & Luxury Boom

1980s-1990s

An era in which  
**individuality**  
was expressed  
through culture  
and hobbies

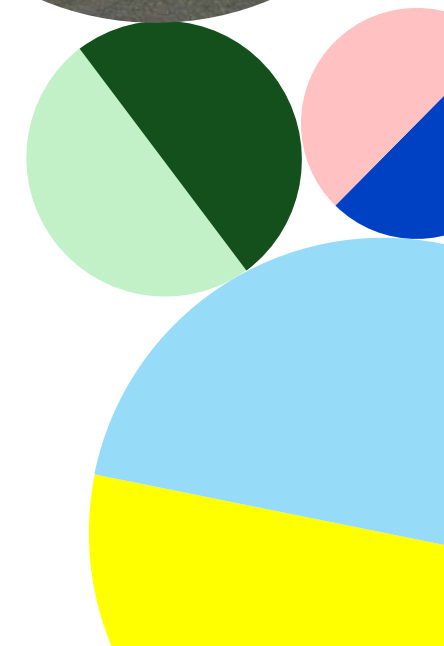
JOG



Celsior



City





# Showrunning

Racing cars



SUVs



Showruns  
that  
engage  
all five senses



# Motorcycle Showruns

Excitement  
guaranteed

through demonstrations





# Work Vehicles “Building Japan”

#CULTURE

Fire truck



BRUTE FORCE750



Dutro Z EV



eCanter



Dump CW 6x4

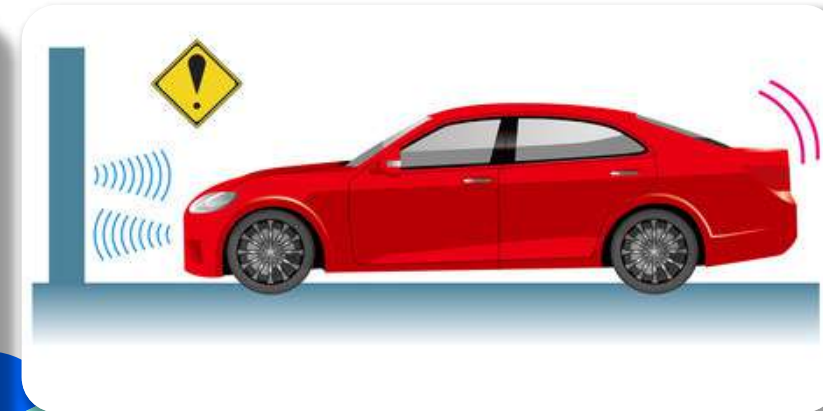
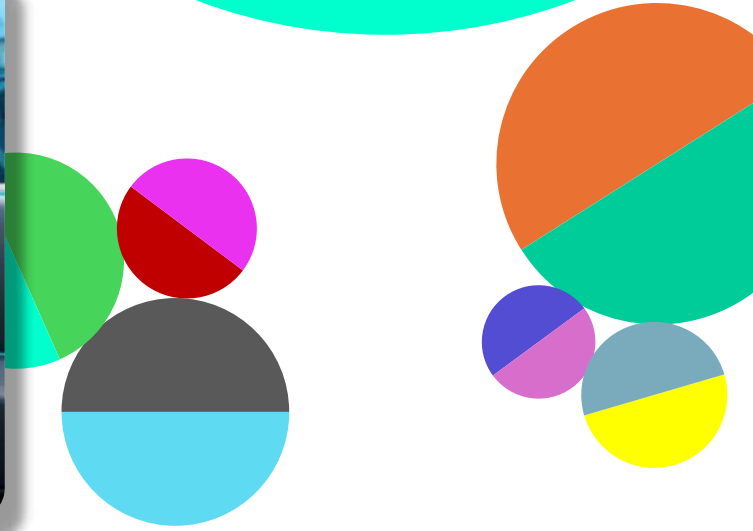


Mountain rescue bike





# Advanced Safety Test Drive





# Making new friends while having fun



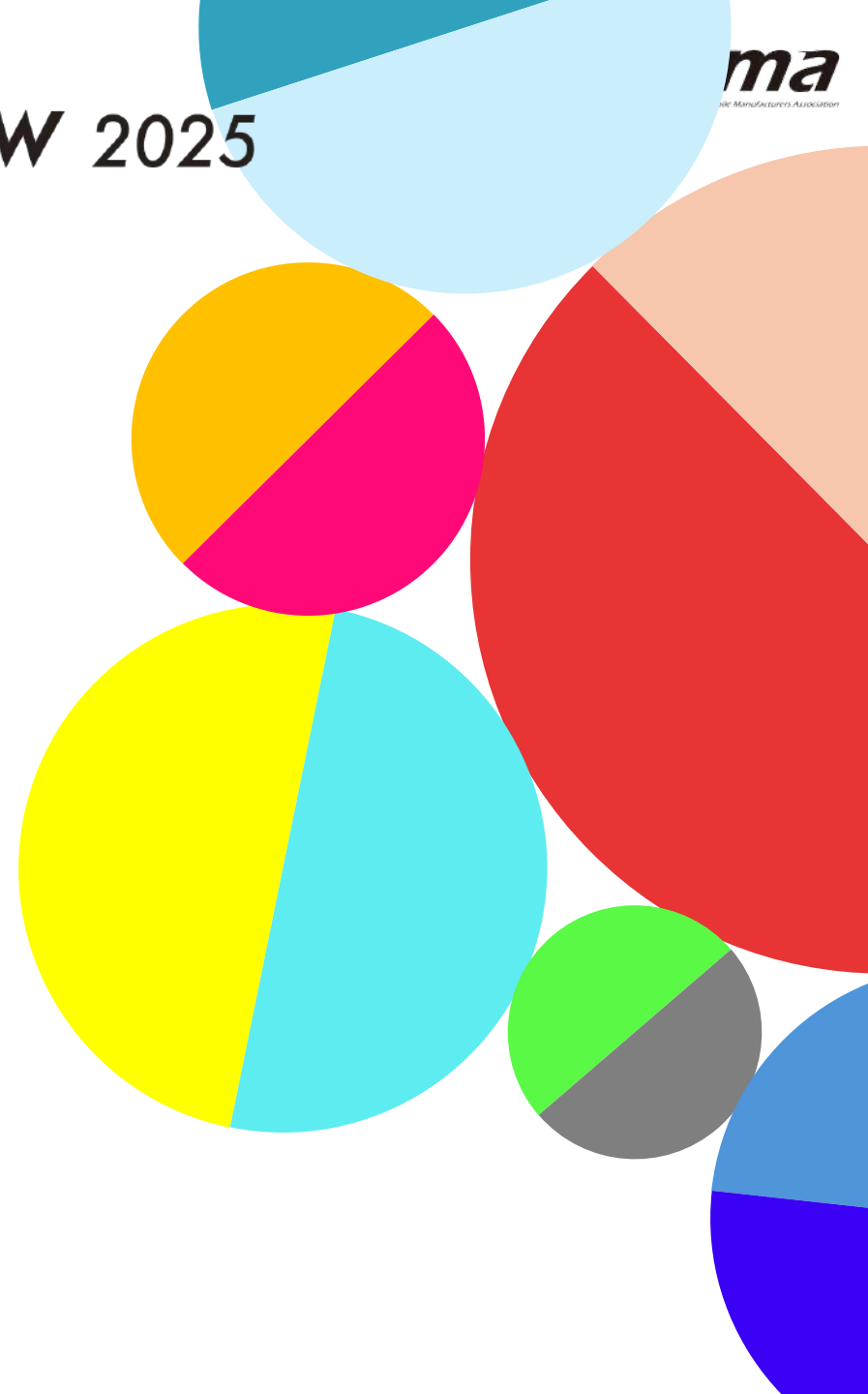
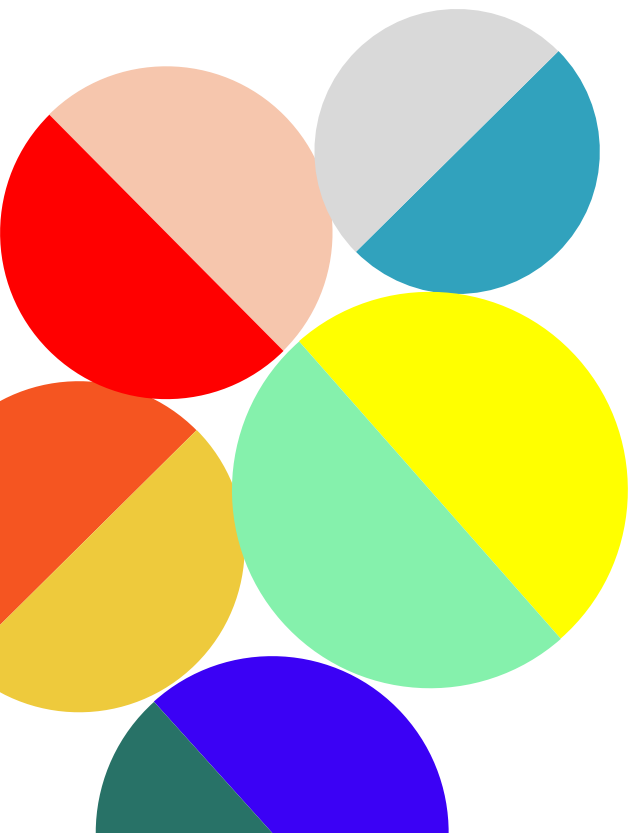


#CULTURE

# Japan Mobility Show 2025

ma  
Automotive Manufacturers Association

A unique  
opportunity  
to  
explore  
mobility's  
future.







***#FUTURE***





#FUTURE

Remote work

Cashless payment

Widespread adoption of AI

Advances in food technology

Vertical video

Global warming

**The past ten years  
saw many changes  
and new developments.**





#FUTURE

Remote work

Cashless payment

Widespread adoption of AI

Advances in food technology

Vertical video

Global warming

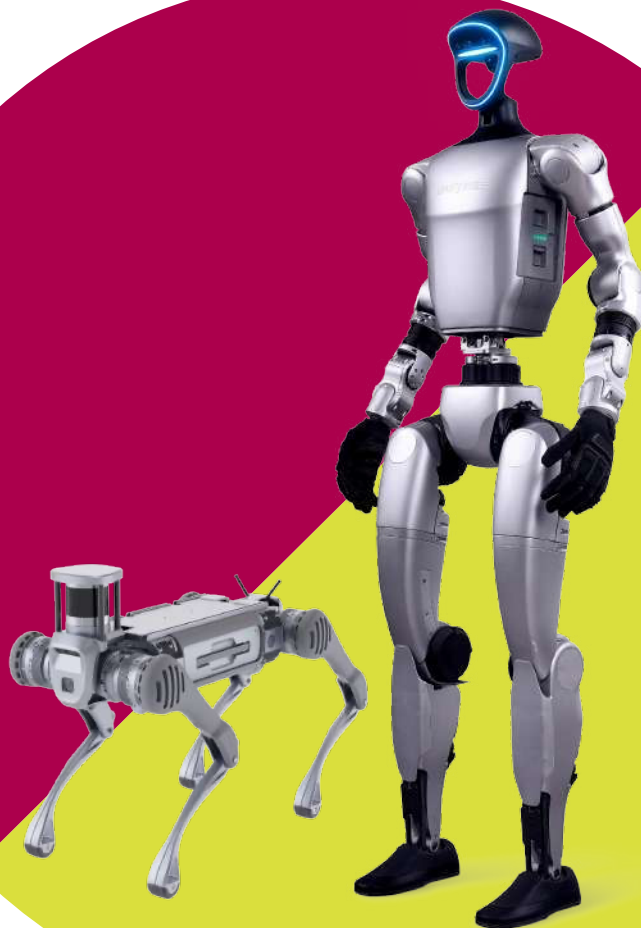
The future of  
ten years from now  
is one we can create  
ourselves.

#FUTURE

# Expanded Active Roles for Robots in the Near Future



PiBo  
ピーボ





**#FUTURE**

# Sky Mobility On-Board Experience



#FUTURE

Cityscapes and Road  
Infrastructure in 10 Years:  
**New Mobility**-Enhanced  
**Coexistence** with **Nature**





# New forms of mobility: Not just people moving, but spaces moving too!

#FUTURE

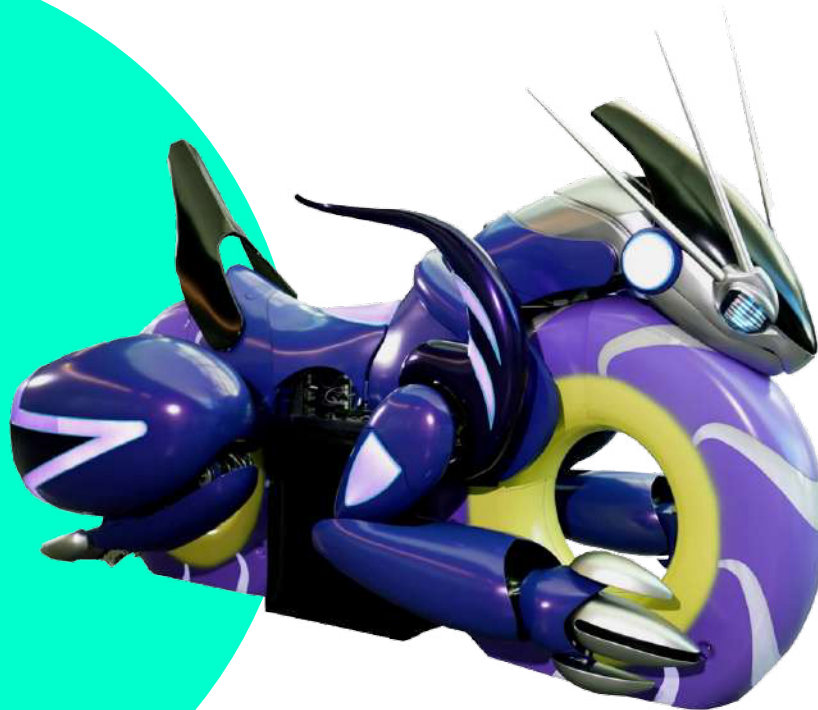


Production processes and design  
in mobility manufacturing  
are also evolving.

#FUTURE



©Pokémon/Nintendo/CR/GF





#FUTURE



# Partners in Creating the Future

The Tokyo Future Tour is made possible through the cooperation and support of numerous partners (companies and organizations).

#FUTURE



Support



Special Thanks



※In no particular order





**#CREATION**



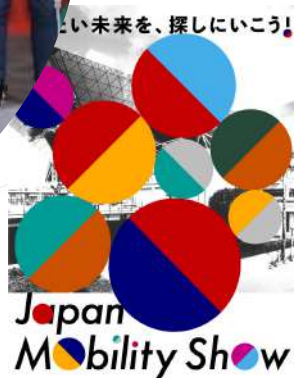


Japan  
Mobility  
Show  
Bizweek  
2024

アイデア募集  
紹介  
アップを支える技術  
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*jama*  
Japan Automobile Manufacturers Association  
Japan  
Mobility  
Show 2025



Startup  
Future  
Factory

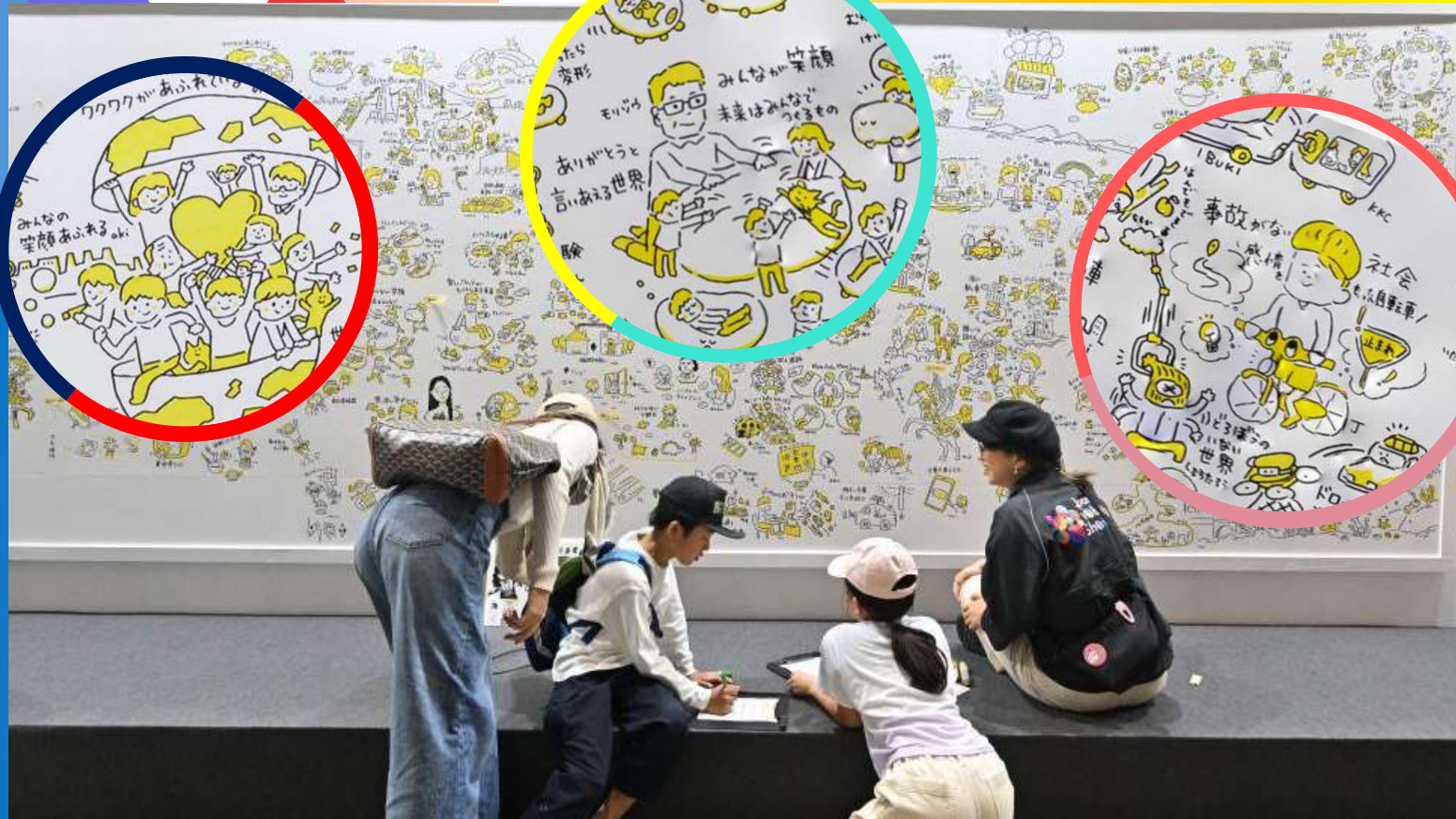


Startups and established companies that were matched at JMS Bizweek 2024 will announce the progress made over the past year in co-creating the future of mobility.



# Future Bulletin Board

Creating images of a future mobility-based society  
on the basis of ideas put forward by visitors  
to the venue.





#CREATION

# Startup Future Factory

Exhibition Street

Startup booths

Booths sponsored by  
university  
research institutions

Pitch Contest & Awards

Seed/Early stage

Middle/Later stage

More than  
**120** companies

Japan Future Session  
**2** categories  
**30** companies in total

#CREATION

Key Concept of Session

**The future is something we all  
create together.**

## Visions for a Prosperous and Dream-Fulfilling Mobility-Based Society

Special Session

10/30  
(Thu)

The session will feature speaker talks and general discussions.



Chairman of JAMA

**Masanori Katayama**



### #CREATION

#### Business Session

Nov 4 Tue 17:00 – 18:00

**Regional Depopulation ×  
Sustainability and Social  
Infrastructure**

Nov 5 Wed 17:00 – 18:00

**Logistics Issues ×  
Autonomous Driving and Digital  
Transformation**

Nov 6 Thu 17:00 – 18:00

**Urban Congestion and Traffic Jam  
Issues × Mobility Digital  
Transformation and Transportation  
Options**

#### Talk Session

Nov 1 Sat 12:00 – 13:00

**Well-being × Mobility**

Nov 2 Sun 12:00~13:00

**Hospitality × Mobility**

Nov 3 Mon 12:00~13:00

**Preparing for the Unexpected  
× Mobility**

Nov 9 Sun 12:00~13:00

**Money × Mobility**



※In no particular order

In collaboration with KidZania, a hands-on activities program where children can roleplay in a variety of jobs related to the mobility industry.  
**Out of KidZania in Japan Mobility Show**

Next-Generation Mobility Designer	Vehicle Body Molding
Racing Mechanic	Test Driver for New Mobility
EV Assembly	Sand Casting, Polishing, and Painting Technician
Metalworking	Color Designer
Research on Vehicles of the Future	Car Dealer Mechanic



Volunteer members of the Automobile Journalists Association of Japan (AJAJ) guide visitors through Japan Mobility Show 2025 providing expert perspectives and insights.

Reservations begin on September 30th via the official app!!





# JMS グルメストリート



Yummy





Live performance by  
Bom-Bom Academy of the  
“FUTURE CARS SONG”

No. 1 among elementary school  
students!—“Science Manga  
Survival” and JMS2025 present a  
special collaboration!



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Icchy & Naru



©Han Hyun-Dong/Mirae N

The immensely popular  
Tomica booth returns in  
2025!  
Adults as well as  
children are fascinated  
by the appeal of these  
realistic miniature vehicles.



The beloved children's classic “WORKING CARS SONG” is now available in an adapted JMS2025 version! “FUTURE CARS SONG” will be performed live by the singers from the YouTube channel Bom-Bom Academy in a one-time only concert. Come and sing and dance along with them!

Mini-concert to be held on November 8 (Sat) at 12:00 PM—Check for stage venue location.

50,000 copies of this special edition in the “Science Manga Survival” series, in which Geo and Friends imagine the future of mobility, will be available at the venue. Don’t miss out on getting your copy of this special publication!



# Japan Mobility Show 2025

## Admission Ticket Options

Advance-Purchase

¥ 2,700

Same-Day Admission

¥ 3,000

After-4PM Admission

¥ 1,500

For admission from 16:00  
only on general public days—  
October 31 (Fri) through  
November 7 (Fri)—except  
Sundays

Early-Entry Admission

¥ 3,500

Availability limited to 5,000 tickets per day

For admission between 9:00  
and 10:00 only on general  
public days falling on Saturdays,  
Sundays, and November 3  
(national holiday)  
(General admission begins at 10:00.)

Reservations for the Out of KidZania in Japan Mobility Show 2025 and the AJAJ Guided Tours programs can be made starting from September 30, 2025 via the Japan Mobility Show official app.

※ tickets are available exclusively through online sales at partner ticket agencies and at convenience stores



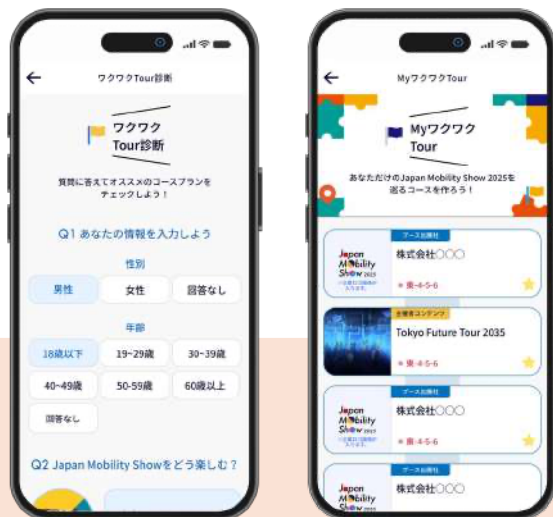
# Japan Mobility Show 2025

## Official App



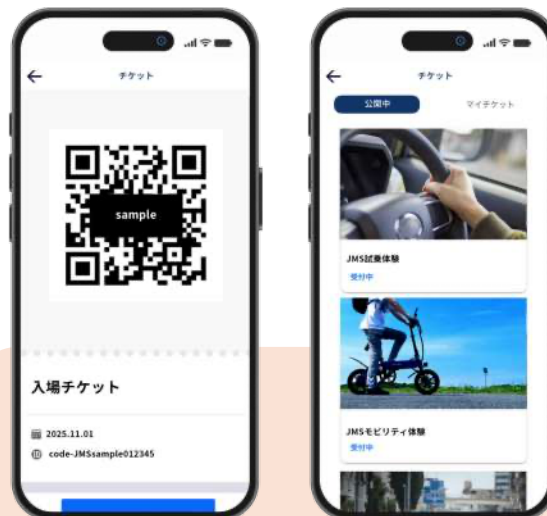
Using this is not only helpful but  
a lot of fun too!

### Wakuwaku Navi



Get custom-tailored show navigation  
routes, or plan your own original  
route, to explore the venue efficiently.

Make your reservations on the app!  
**Ticket Management,**  
**Show Program Reservations**



Enjoy the show with your smartphone  
by importing admission tickets into  
the app for centralized management  
and booking on-site programs  
in advance.

Quickly check the schedule for  
programs and stage venues  
**Daily Events & Programs**  
**Schedule**



View a list of daily programs and  
events and their venues. You can  
bookmark the ones that interest you.

See crowd levels at a glance!  
**Food Court**  
**Congestion Indicator**



Check wait times for  
popular food items  
to optimize your  
dining enjoyment.



Download the Japan Mobility Show 2025 Official App here ▶

Note: Screen images shown on this slide may differ from actual images.

