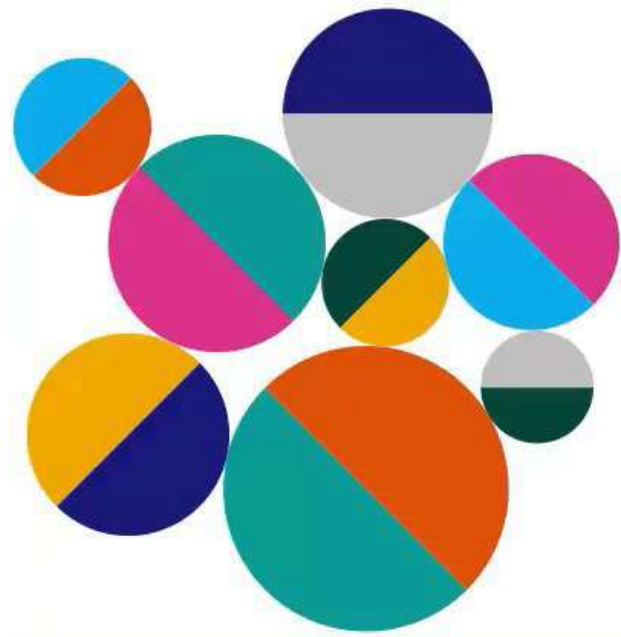




Japan Mobility Show 2025



Pre-Opening Briefing Session
October 15, 2025

1954

4th 1957



5th 1958



6th 1959



7th 1960



8th 1961



9th 1962



10th 1963

11th 1964



2nd 1955



3rd 1956



15th 1968



14th 1967



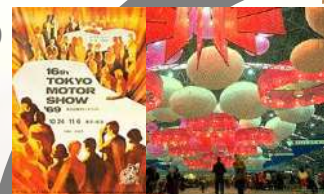
13th 1966



12th 1965



16th 1969



17th 1970



18th 1971



19th 1972



20th 1973



21st 1975



22nd 1977



23rd 1979



24th 1981



31st 1995



32nd
1997



33rd
1999



34th
2000



35th
2001



36th
2002



37th
2003

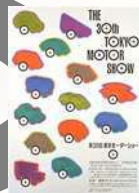


38th
2004



39th
2005

30th 1993



40th 2007



29th 1991



28th 1989



25th 1983

Futuristic concept car



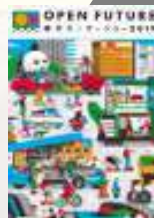
26th 1985



27th 1987



45th 2017



46th 2019

The Tokyo Motor Show becomes
the Japan Mobility Show

44th 2015



43rd 2013



42nd 2011



41st 2009



2023



2024



2025

Japan
Mobility
Show 2025



Past

Present

Future

Japan Mobility Show 2025
gets people excited!



Japan MOBILITY SHOW 2025

A unique
opportunity
to
explore
mobility's
future.

With new partners joining
Over 500 companies

East 4-6 Halls

ISUZU

Kawasaki
Let the Good Times Roll

SUZUKI



SUBARU



HINO

HONDA

MAZDA

FUSO

YAMAHA



UD TRUCKS

ASF

KIA

BYD



HYUNDAI



Main Partner

SCSK

West 1 Hall



NISSAN



**MITSUBISHI
MOTORS**
Drive your Ambition

BMW



South 1-2 Halls



DAIHATSU



TOYOTA

LEXUS

Official Partner



invite to new business mobility.

The background is white and decorated with numerous circles of various sizes and colors. Each circle is divided into two equal halves by a diagonal line. The colors used include blue, red, orange, yellow, green, grey, pink, and purple. The circles are scattered across the frame, with a higher concentration on the left and right sides.

#FUTURE

Let's imagine the future!

Tokyo
Future
Tour 2035

SUPPORTED BY

LED
TOKYO



INTRODUCTION

FUTURE WORLD
LAND/SKY/SEA

FUTURE
CITY LIFE

FUTURE
OUT-DOOR LIFE

FUTURE
DESIGN FACTORY

Tokyo Future Tour 2035

©Pokémon/Nintendo/CR/GF

Experience the Future-10 Years from Now!

Future Tour Program

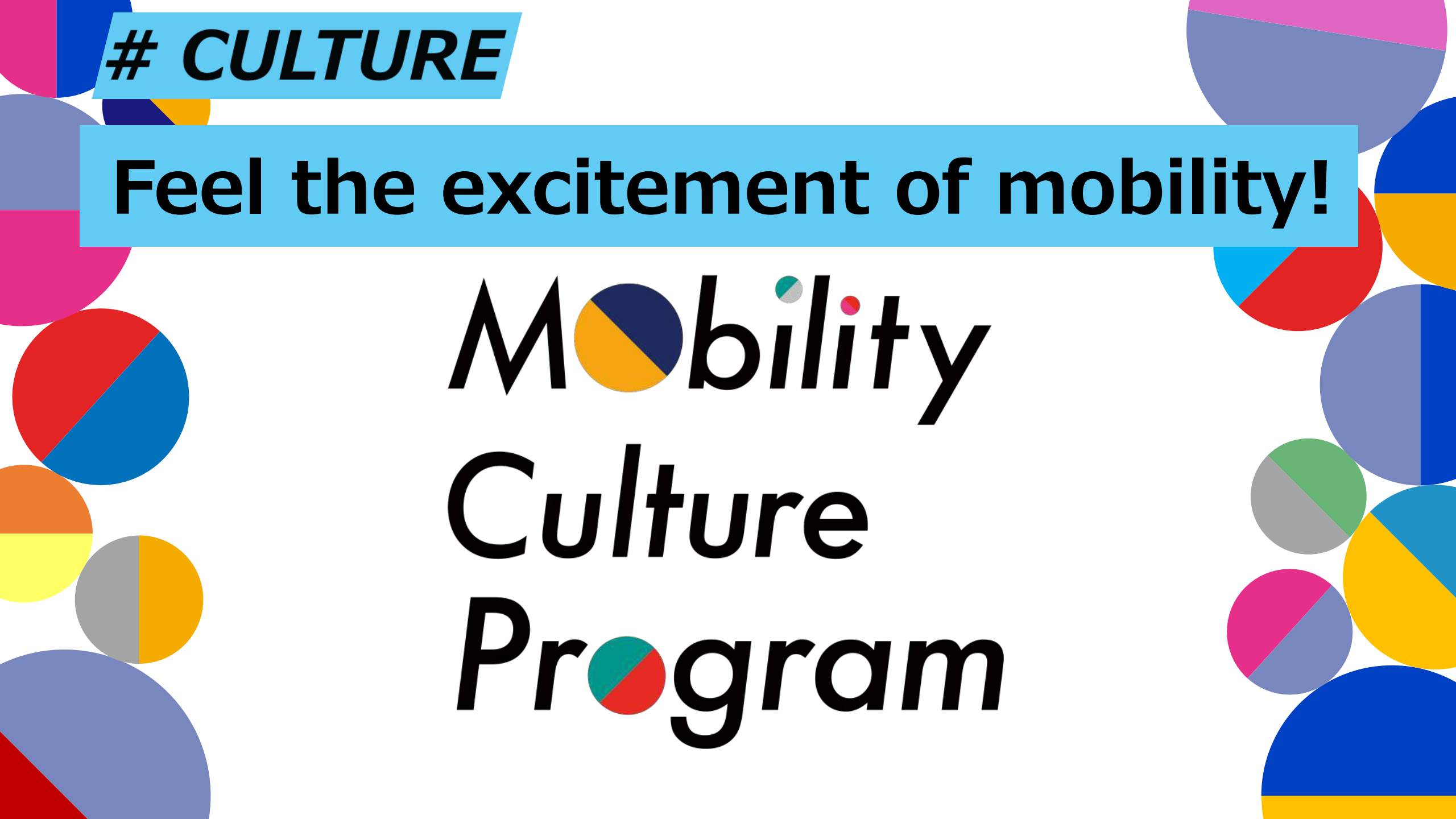
Tokyo Future Tour 2035

10 years ahead:

We can create it together.

See it, touch it, ride it ...

A unique opportunity to
explore mobility's future

The background is white and decorated with numerous overlapping circles of various colors including blue, red, yellow, green, and grey. Some of these circles are bisected by diagonal lines, creating a dynamic, geometric pattern.

CULTURE

Feel the excitement of mobility!

Mobility
Culture
Program

Time-Slip Garage

Next-Generation Fuels
Vehicle Showrun

Supercars

SUVs

Suzuka 8-Hour Endurance Race

Working Mobility

Community Events



Time-Slip Garage



~1970s

Affluence Shifts to a Focus on Individuality



~1970s

Affluence Shifts to a Focus on Individuality

MOBILITY CULTURE

Before the 1970s



1st-generation Jimny



Prince Skyline 2000GT



Z-1

1980s-1990s

Pop Culture & Luxury Boom



1980s-1990s

Pop Culture & Luxury Boom



CITY



JOG



Gemini FF

1990s-2000s

Mobility for Different
Lifestyles

Mobility Culture 2000s to

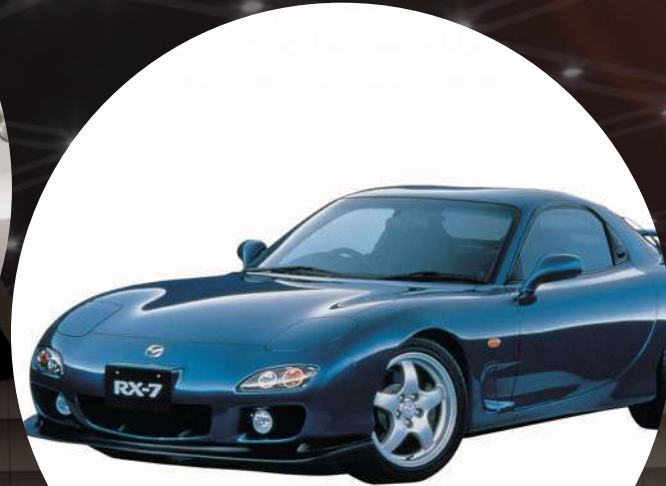


1990s-2000s

Mobility for Different
Lifestyles



Copen Ultimate Edition



RX-7



Estima

Lancer Evolution III
Group A 1996 WRC 1000
Lakes Rally Winner



SUBARU
IMPREZA 555



Faster!...

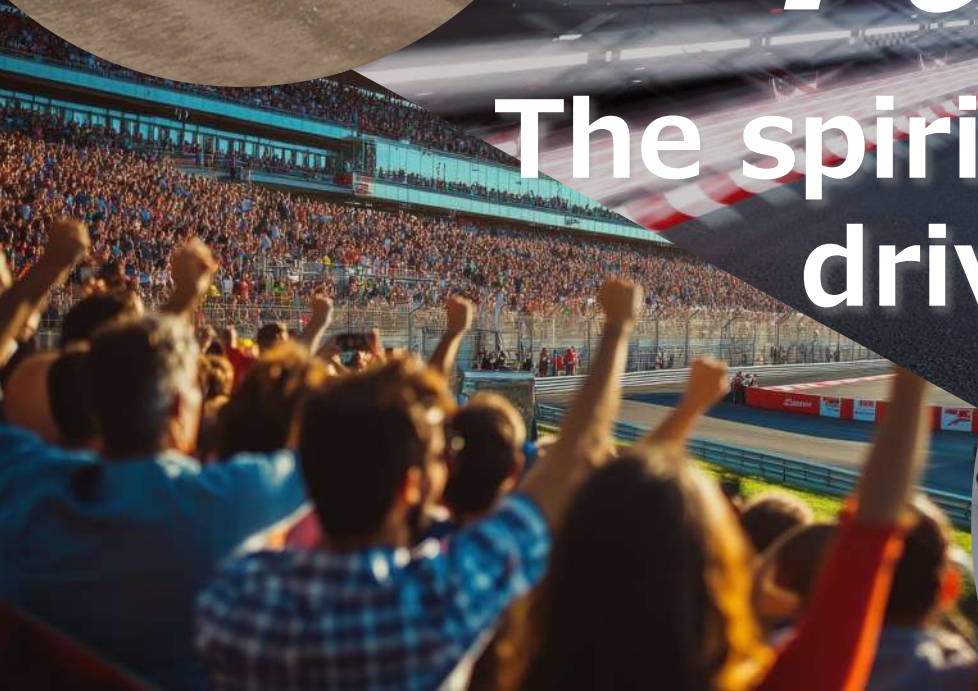
The spirit of adventure that drives the times.



McLaren Honda MP4/4



NISSAN LEAF
NISMO RC



The background image shows an outdoor event space. On the left, there is a structure made of stacked wooden pallets. In the center, a metal frame structure is visible, possibly for a stage or display. On the right, a bicycle is mounted on a wooden boardwalk. People are walking around the area, and a blue car is partially visible on the far right. The overall scene is a public gathering or exhibition.

The Mobility Culture Program's Showcase Event

Time-Slip Garage

**Rich memories and emotions
bringing cars and people together**

Enjoy time-travelling in this “garage”
connecting generations.

A Live Stage of Passion and Excitement beyond brand boundaries



**Racing Car
Demo Run**



**Next-Generation
Fuels Vehicle Showrun**



**SUV Off-Road
Performance**

A Collaboration among Four Motorcycle Manufacturers

Suzuka 8-Hour Endurance Race

Honda
Takumi Takahashi



**CBR1000RR-R
FIREBLADE SP**

Kawasaki
Ryosuke Iwato



Ninja ZX-10R

Suzuki
Takuya Tsuda



GSX-R1000R

Yamaha
Katsuyuki Nakasuga



YZF-R1

A gathering of impressive
special-purpose vehicles

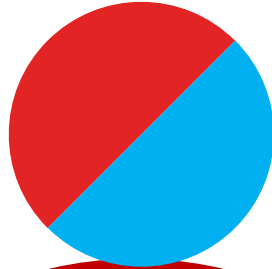
Working Mobility



GR Supra
Safety Car



FTS Rescue &
Maintenance
Vehicle



Antarctic
Observation
Snow Vehicle



Firefighting
Motorcycle



Fan gatherings that attract new fans

Official fan events



GIRLS CAR COLLECTION



Legendary motorcycles gathering



Working Mobility

Unique events you can experience
only here —and that change every day!

TOKYO SUPERCAR DAY 2025
in Japan Mobility Show

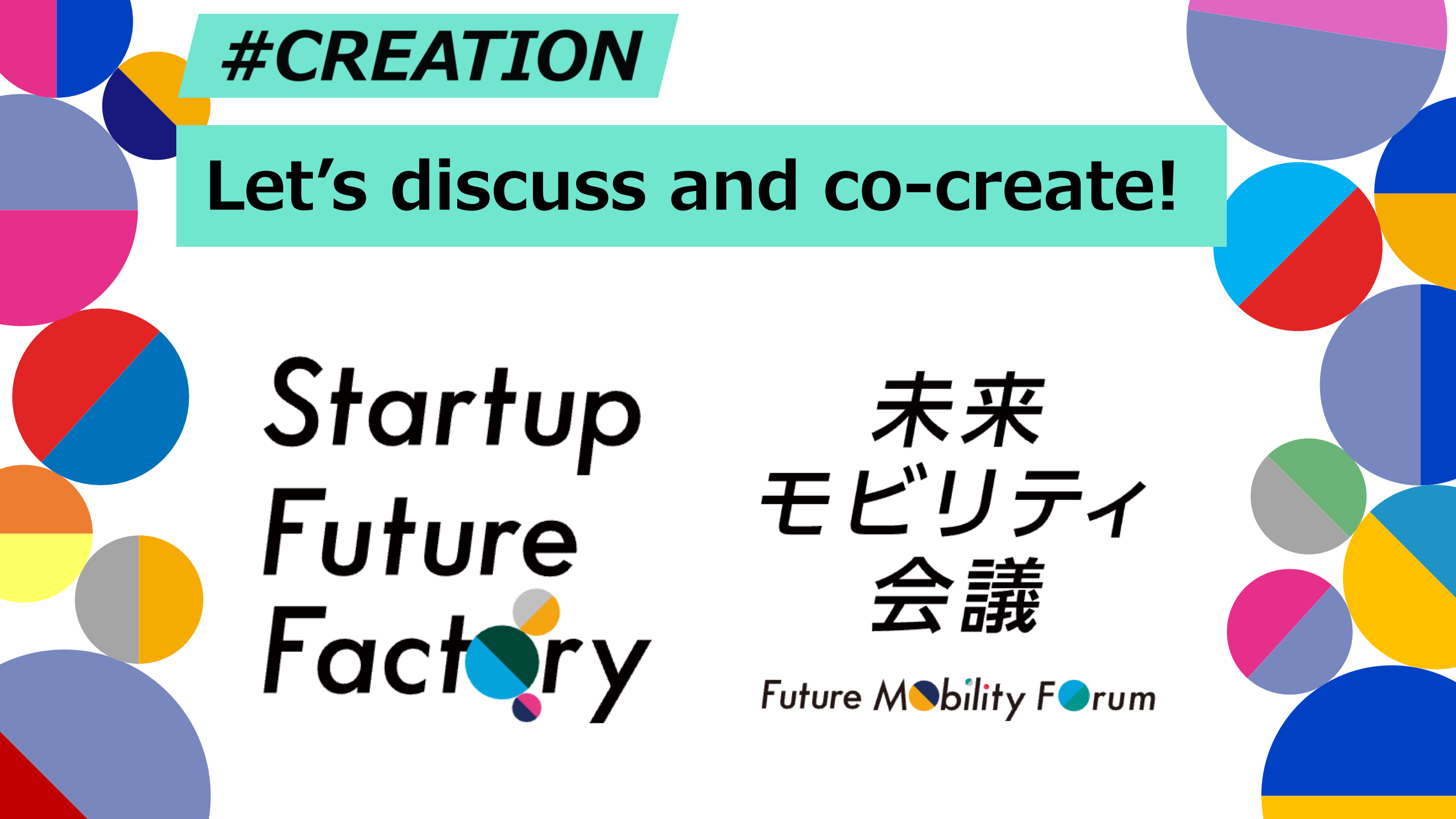
Itasha Heaven
Special meeting with
Japan Mobility Show 2025

Nostalgic 1day with
Japan Mobility Show

Morning Cruise
MOBILITY CAMP STYLE
MTG 2025

Kei Truck Market
in Japan Mobility
Show 2025



The background is decorated with numerous overlapping circles of various colors including blue, red, yellow, green, and grey. Some circles are solid, while others are split into two halves of different colors.

#CREATION

Let's discuss and co-create!

**Startup
Future
Factory**

**未来
モビリティ
会議**

Future Mobility Forum

Startup Future Factory

Exhibition Street

With the participation
of more than

129 companies

Theme-Based Participation in Four Categories

Exhibition Street

●Startup Street

Making mobility more enjoyable and more accessible

Advancing environmental and economic sustainability

Improving systems that support life/work activities

Finding pathways to take mobility to new frontiers

●Winner Startup

Pitch Contest & Awards 2023 (Top 3 Winners)

● Japan Auto Parts Industries Association

● Universities and Research Institutions

Winner Startup

NearMe



zi Zip Infrastructure



Exhibition Street

Making mobility more enjoyable
and more accessible

Developing a ride comfort
evaluation system based on
human weight perception theory

Laboratory of Detection of Three
Dimensional Center of Gravity

First Asia Champion
in the U.S.-hosted Safety
Design Competition

Report on the EV Project
Team's activities
**TOKYO UNIVERSITY OF
TECHNOLOGY**

EV Development and
Research Display
**Challenge of victory in the
"Student Formula"**



Exhibit / Product:
Prototype motion sensor for
posture and balance evaluation



Exhibit / Product:
Formula-style EV "Student
Formula 2026" prototype and
research on autonomous driving
and battery development

Exhibition Street

Advancing environmental and economic sustainability

Achieving "Power Anywhere"
through a new energy-harvesting
system

**EneCoat Technologies
Co.,Ltd.**

**Woven Capital-backed
company**

**Developing materials for
perovskite solar cells**

Supporting global sustainability
with horizontally recycled plastics

greenpla

**Promoting domestic circular
use of plastic resources
and reducing CO₂ emissions**

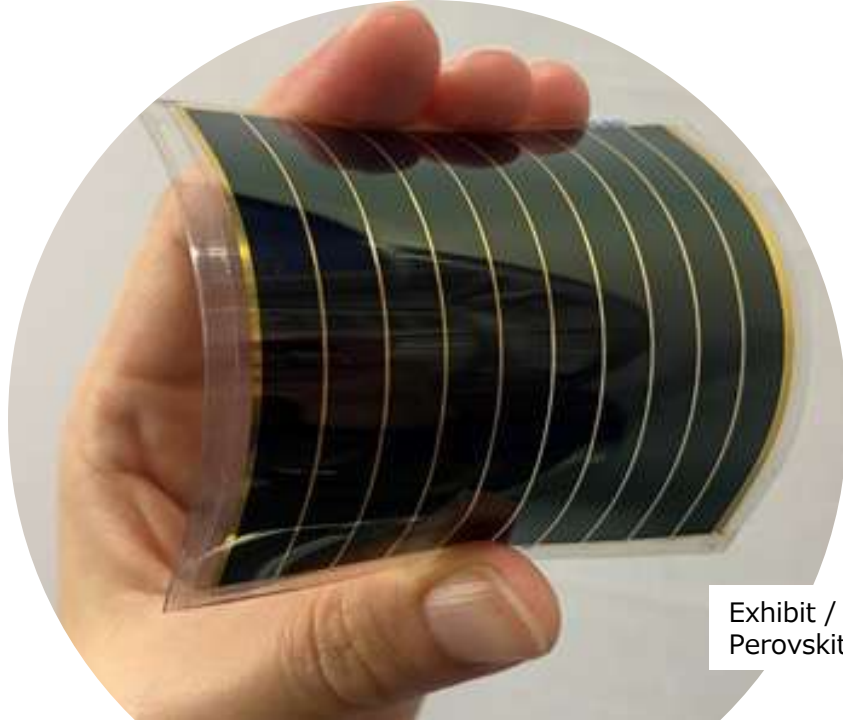


Exhibit / Product:
Perovskite solar cell



Exhibit / Product:
PP band
compound

Exhibition Street

Improving systems that support daily life- and work-related activities

For wheelchair users to lead more independent lives

Humonii

Developing a new type of wheelchair controlled by body movement
Winner of the CEATEC Award

AI add-on for drive recorders

Teatis inc.

NVIDIA-backed company
AI-based driver behavior analysis system using existing drive recorders



Exhibit / Product:
Innovative body-tilt control mobility device "Feeling"

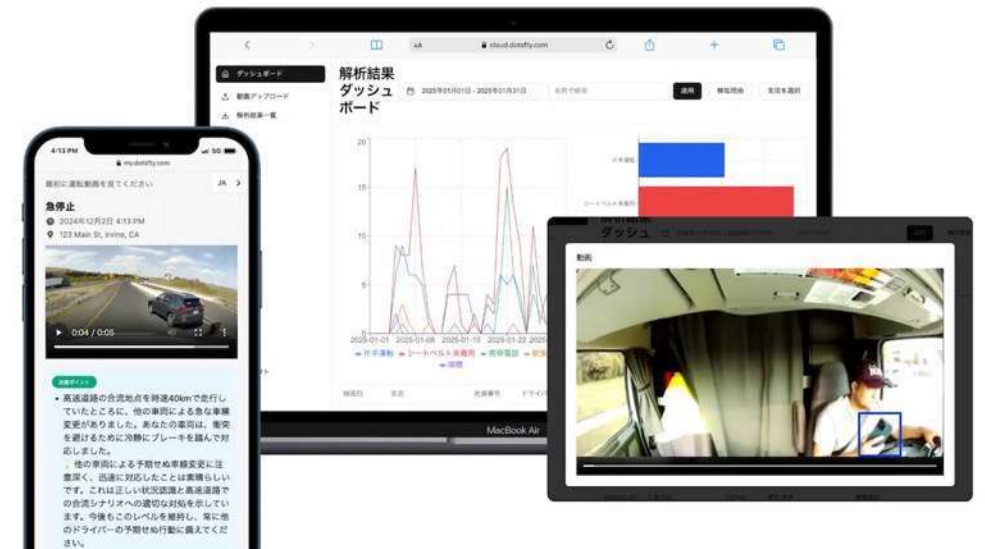


Exhibit / Product:
AI-powered drive recorder analysis service

Exhibition Street

Finding new pathways for advancing mobility
to frontiers “beyond imagination”

Measuring driving ability
through eye movement

MEDEMIL Corp.

Tokyo Medical University
Developing a system that
objectively assesses driving
risk through eye movement
× AI analysis (ATC)



Exhibit / Product:
VR goggles and software “Medemil Drive”

The world’s first urban three-
dimensional robotic logistics
system

Cuebus Inc.

**Next-generation logistics
services**
evolving with automated
logistics roads

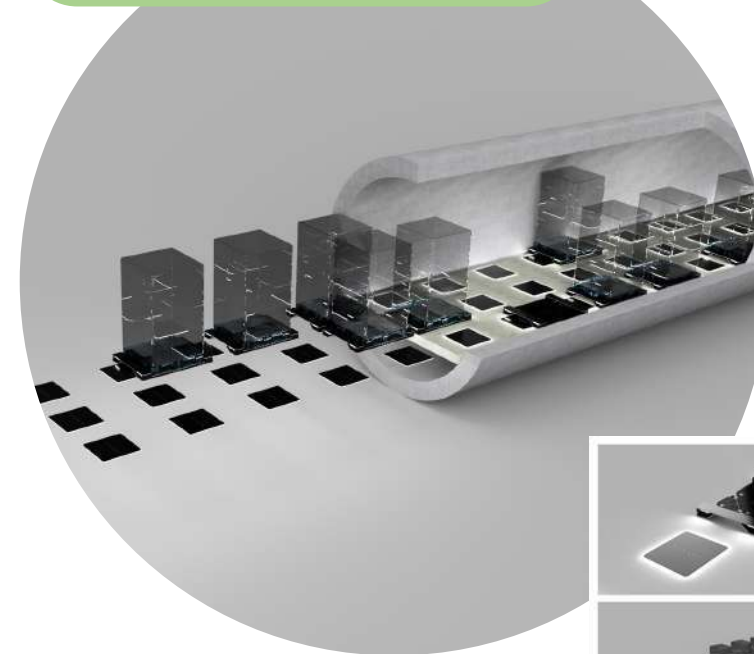
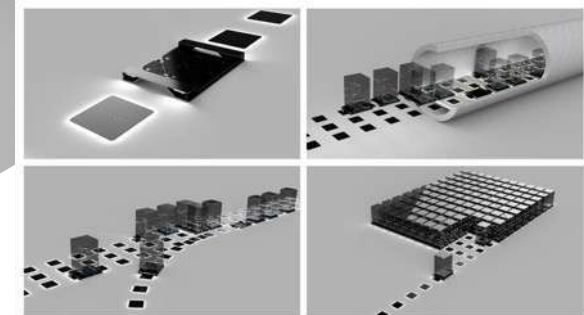


Exhibit / Product:
Linear-motor robotic warehouse “Cuebus”



Pitch Contest & Awards

30 Finalist Companies

① Seed / Early Stage Division

② Middle / Later Stage Division

For Mobility - Supporting mobility, evolving technology, and deepening collaboration -

Assemblepoint Co.Ltd. **Citadel AI Inc.**
Pathfinder, Inc.* **Power Wave Co., Ltd.***
Resilire Inc.

Elephantech Inc. **Seibii, Inc.**
Fixstars Amplify Corporation.
Floadia Corporation. **Leaner Technologies Inc.**

With Mobility - Experiences and new mechanisms that expand with mobility -

eMotion Fleet Inc. **Carstay, Inc.***
hab Inc. **Hutzper Inc.**
mairu tech Inc.

WHILL, Inc. **OPTIMIND Inc.**
Terra Charge Corporation. **FastLabel Inc.**
Ubiden, Inc.

Beyond Mobility - Creating possibilities that transcend mobility frontiers for the benefit of society -

JOYCLE, Co., Ltd.* **Things, Inc.**
Zeroboard Inc.* **RICOS Co. Ltd.**
RECOTECH Co.,Ltd.

Asilla, Inc. **Wovn Technologies**
Cuebus Inc. **Spectee Inc.**
GBS K K

Pitch Contest & Awards

Final Judging Panel



Executive Officer,
SCSK Corporation
Deputy General Manager, Mobility
Business Group
Director, SDM Business Development
Center

**Akihiro
Mitani**



COO and Board Director
The University of Tokyo
Edge Capital Partners
Co., Ltd.

**Noriaki
Sakamoto**



General Partners
Incubate Fund KK

**Masahiko
Homma**



Partner
Woven Capital

**Michiko
Kato**



Specially Appointed
Professor
Institute of Industrial
Science, the
University of Tokyo
Architect(NOIZ)

**Keisuke
Toyoda**



Specially Appointed
Professor
Shinshu University

**Mayu
Yamaguchi**

Assistant to Group Leader
Mobility Business Group, SCSK Corporation
Hideyuki Adachi



Managing Partner
GLOBIS CAPITAL PARTNERS
Co., Ltd.

**Shinichi
Takamiya**



Serial Entrepreneur,
Angel Investor

**Shuzo
Narita**



Managing Partner
Dentsu Ventures

**Kotaro
Sasamoto**



Professor
Graduate School, Keio
University

**Hiroyuki
Kishi**



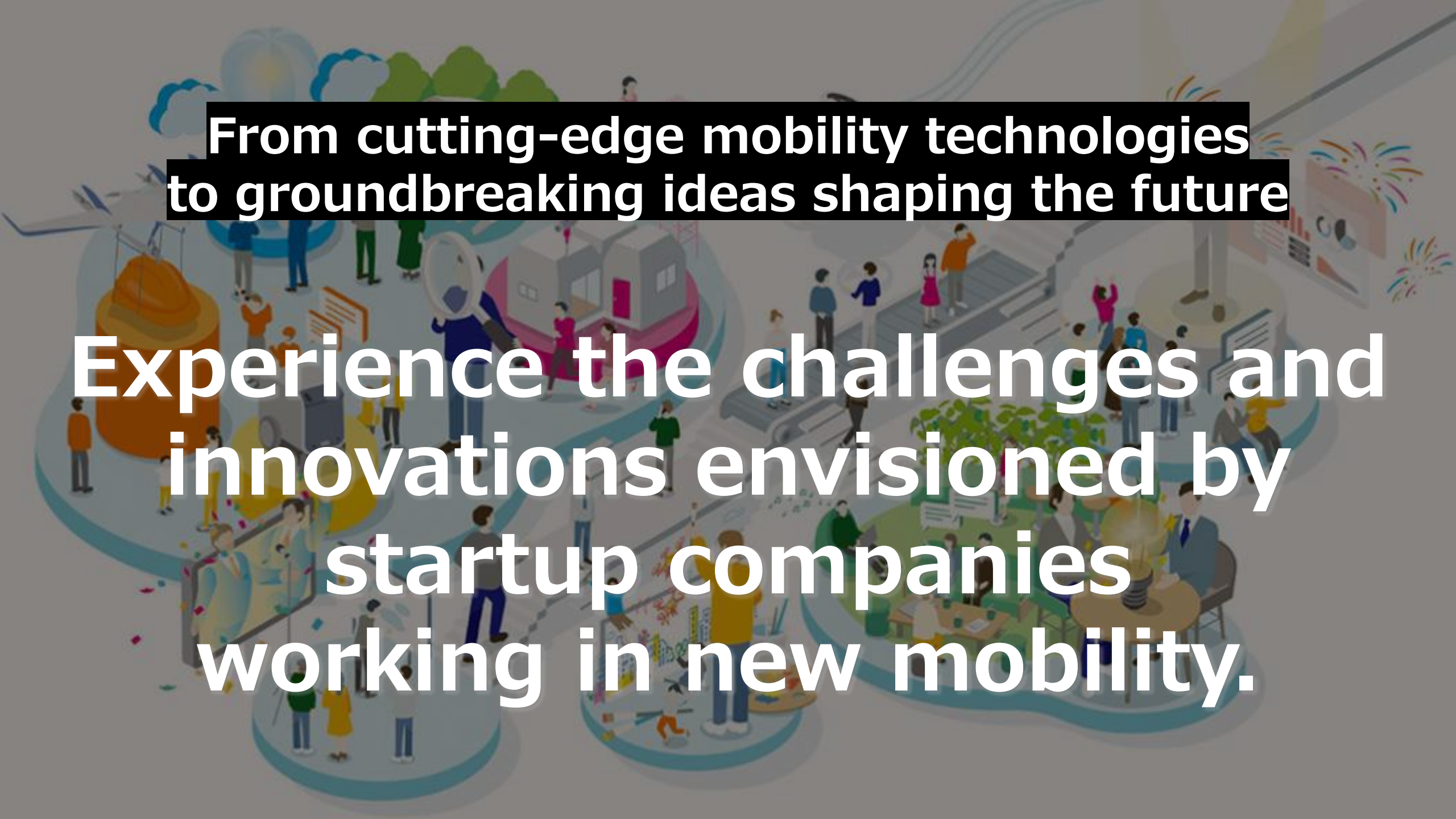
Technical Advisor,
JAPIA

**Kiyotaka
Ise**



Executive Director,
JAMA

**Yukihiro
Esaka**



**From cutting-edge mobility technologies
to groundbreaking ideas shaping the future**

**Experience the challenges and
innovations envisioned by
startup companies
working in new mobility.**

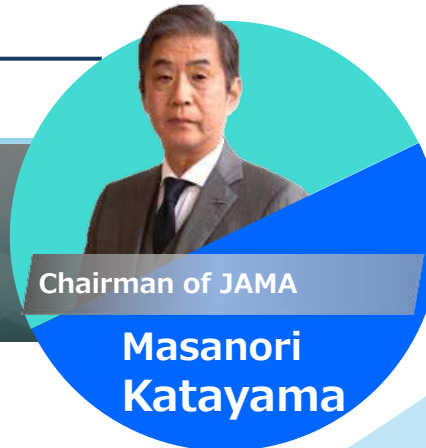
October 30 (Thu), 16:00-17:30
@Special Stage (West Atrium) + Live Streaming

【第1部】

Special Session

Theme: The Future is Something We All Create Together

Visions for a prospering and vibrant
mobility-based society



Chairman of JAMA

Masanori
Katayama

Beloved Cars of JAMA Senior Officers

Travio (NTB EXPEDITION STRIKER) (Chairman Katayama)

1st-Generation Alto / MameTan (Vice Chairman Suzuki)

MR2 (Vice Chairman Sato)

Fairlady Z (Vice Chairman Espinosa)

Prelude (Vice Chairman Mibe)

RZ250 XSR900 (Vice Chairman Shitara)

【第2部】

Special Session

Theme: My Beloved Car

Sharing personal stories and passions behind
their favorite cars, from memorable purchases
to the joy of driving and design esthetics



Business Session

Nov 4 (Tue) 17:00 – 18:00

Panelist

Executive Directors, JAMA.
President, Daihatsu Motor Co., Ltd.

INOUE
Masahiro

[Theme] Regional Depopulation × Sustainability & Social Infrastructure

Mobility Will Change Rural Areas! The Key to Revitalizing Depopulated Regions

Nov 5 (Wed) 17:00 – 18:00

Panelist

Executive Directors, JAMA.
President & CEO, Member of the
Board of Directors, Hino Motors, Ltd.

OGISO
Satoshi

[Theme] Logistics Issues × Autonomous Driving & DX

Avert the Logistics Crisis! The Impact of Mobility Innovation

Nov 6 (Thu) 17:00 – 18:00

Panelist

Executive Directors, JAMA.
Representative Director, President
and CEO, Subaru Corporation

MORO
Masahiro

[Theme] Urban Congestion & Traffic Jams × Mobility DX & Transportation Methods

Safety Technology Shaping the Future of Cities — Ending the Chain Reaction of Traffic Congestion with Zero Accidents.

Talk Session

Nov 1 (Sat) 12:00 – 13:00

Panelist

Executive Directors, JAMA.
Representative Director,
President and CEO, Mazda
Motor Corporation"

MORO
Masahiro

[Theme] Well-being × Mobility

No Fear in the 100-Year Life! A Future "People-Focused" Mobility Society that Skyrockets QOL

Nov 2 (Sun) 12:00~13:00

Panelist

Coming soon

[Theme] Hospitality × Mobility

Creating a Japan You'll Want to Visit Again: The Forefront of "Mobility as Hospitality"

Nov 3 (Mon) 12:00~13:00

Panelist

Executive Directors, JAMA.
President and CEO, UD Trucks
Corporation

ITO
Koichi

[Theme] Preparing for the Unexpected × Mobility

When the Unexpected Happens: How Cars Can Protect You

Nov 9 (Sun) 12:00~13:00

Panelist

Executive Directors, JAMA.
Member of the Board,
Representative Executive
Officer, President & CEO,
Mitsubishi Motors Corporation

KATO
Takao

[Theme] Money × Mobility

Earn, Connect, Co-create. Is the "Mobility Economic Sphere" on its Way?



“Future Vision for 2035” as imagined by visitors

A 9-meter-wide “canvas”
for creating images of a future mobility-based
society with input from visitors to the venue



Out of KidZania in Japan Mobility Show 2025



Programs for elementary school students

Next-generation mobility designer

Preschooler Program

Suzuki Vehicle Coloring Fun



Programs for elementary school students

Metalworker/Future vehicle researcher

Preschooler Program

- Let's Mount the Car's "Tires"!
- Dress-Up Photo Booth
- Draw and Drive Your Dream Car!



Programs for elementary school students

Sand casting, polishing, and painting artisan

Preschooler Program

Make your own original button badge with our press machine expert!

*This activity is available in the rest area on Fridays, Saturdays, Sundays, and public holidays only.



Programs for elementary school students

Racing mechanic

Preschooler Program

As a racing car designer, you get to paint cars and create one-of-a-kind vehicles that everyone will love!



Programs for elementary school students

Body molding technician

Preschooler Program

Create Your Own Button Badge Workshop



Programs for elementary school students

Color designer

Preschooler Program

Car Coloring Experience (with Characters)



Programs for elementary school students

Electric mobility assembler

Preschooler Program

Car Design Sketch Workshop



Programs for elementary school students

New mobility test driver

Preschooler Program

Coloring Experience: Get excited and color the new mobility of the future!



Programs for elementary school students

Car-dealer mechanic

Preschooler Program

- JCMA •Experience the Job of a Clay Modeler
•Experience the Job of a Digital Modeler
Glico •The "My Present and Future" Experience with the Glico Wagon
KOKUSAI KOEKI •"My First Toolbox" Experience (Fun for ages 3 and up)

EAST 1

Taiwai Cuisine HACHIFUKU

Taiwanese
braised pork rice
bowl

Tanaka Sengyo-ten

Uni Ikura Don

SANO-MEN

Beef short rib
fried noodles

KACHIMASU

Rare fried
sirloin beef
cutlet rice box

Wangfujing

Baked
Xiaolongbao

ROAST CHICKEN KOHROGI

Roast Chicken

FUKUROU

Kyoto-style Takoyaki

KINKUMA DINING MAKIYA

YONEZAWA GYU Croquette

EAST 3



Japanese Spice Curry wacca

Two Curry Combo -
Japanese Dashi Chicken &
Spicy Keema

Ryukyu Shokudo Yuimaru

Yuimaru Special Yakisoba

Muginomichi Sugure

Shellfish & Chicken
Broth Ramen

TORIKAI SOUHONKE

Nagoya Cochin
OYAKODON

ZZZ365 DEEP SALT

SOUTH

TOKIJIRO

Yubari Melon shaved ice

The Waffle's

Waffle and Whipped
Cream Sandwich

eskimo café

gelato/ice cream

Galette Maison Bretonne

Galette Salade Cesar

WEST

Furano Hitsujinooka

Suffolk Ghengis
Khan

Burger POLICE

Scrambled
Eggs burger

Strolling biryani

Hyderabadi chicken
biryani

Yakiniku Horumon Arai-ya

Hitachi Wagyu
Steak Rice Bowl

Japan Mobility Show 2025



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

© "TOMICA" is a registered trademark of TOMY Company.



Naru & Ichy

Live performance by Bom-Bom Academy of "Future Working Vehicles"

A fun performance of the beloved children's classic
"Mirai no Hataraku Kuruma" ("Future Working Vehicles")
by BonBon Academy's Singing Sisters, with songs and dances the whole family
enjoy together!

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



Get your copy of "Future Mobility Survival," a special edition in the "Science Manga Survival" series, and join Geo and friends in exploring the future of mobility—50,000 copies will be available at the Japan Mobility Show venue!



Special show souvenirs and items for everyday use





Bonus Reward 1

During Japan Mobility Show 2025, bring the flyer distributed at any satellite venue to a participating manufacturer stand at Tokyo Big Sight and receive an original eco tote bag!
(Available while supplies last.)



Bonus Reward 2

From the flyer distributed at each satellite venue, download the Japan Mobility Show 2025 official app to receive exclusive JMS "Tomica & TOM" stickers!



Satellite Venues

13 locations in total

Isuzu Plaza

Sports Café & Bar
ARENA MIRAE

INTERSECT BY LEXUS
Tokyo

NISSAN CROSSING

Nissan Global
Headquarters Gallery

Hino Auto Plaza

Honda Collection Hall

MAZDA TRANS AOYAMA

Mitsubishi Motors
Head Office Showroom

Yamaha E-Ride Base

BMW Group Tokyo Bay

Hyundai Customer
Experience Center
Yokohama

Hyundai Customer
Experience Center
Yokohama

NearMe: A winner of the Pitch Contest & Awards event held at Japan Mobility Show 2023.

Enjoy visiting the satellite venues with the NearMe ride-sharing app!



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.)

Tickets are available exclusively through online sales at partner ticket agencies and at convenience stores. Links to partner ticket agencies are provided on the Japan Mobility Show official website. Purchases at convenience stores must be made in person.



Using this is helpful and
a lot of fun too!



Wakuwaku Navi

Make your reservations
on the app



**Ticket Management,
Show Program Reservations**

Quickly check the schedule for
programs and stage venues



**Daily Events &
Programs Schedule**

See crowd levels at a glance!



**Food Court
Congestion Indicator**



Let's Go ●
MobiShow!

Japan Mobility Show 2025

General Public Days

10.31 Fri – 11.9 Sun

TOKYO BIG SIGHT