



Japan Mobility Show

Outline of JAPAN MOBILITY SHOW2025



**Japan Automobile Manufacturers Association
JAPAN MOBILITY SHOW Office**



About JAPAN MOBILITY SHOW

1954 The first show was held as "All-Japan Auto Show" at Hibiya Park in Tokyo. At that time, the main attention was on commercial vehicles, such as trucks and buses, rather than passenger cars. Since it still wasn't common for ordinary households to own a vehicle, and vehicle displays were rare, there were many visitors.

1955 2nd

1956 3rd

1957 4th

It was a year when the "PR Center" featured automotive design and opened the "Automobile Anything Consultation Office", the show evolved from a place for advertising to a place for business meetings.

1958 5th

1959 6th

From 1954

Beginning of history

From 1960

1970 Held annually since the 17th show in 1954.
 • For the first time, imported cars participated in the event in earnest.
 • Debuted as an international show.

1964 11th
 The "All Japan Motor Show" was renamed to the "Tokyo Motor Show".
 The Tokyo Olympics accelerated the development of the domestic infrastructure, and a variety of vehicles were introduced to the market.

1963 10th

1962 9th

1961 8th

1960 7th

1971 18th

1972 19th

1973 20th

With 20 memorable events, it changed to a biennial event.

1975 21st

1977 22nd

1979 23rd

In the 1970s, Japanese cars began to rapidly gain recognition in the global market, and the Tokyo Motor Show began to attract attention as an international event. Japanese automakers focused on energy-saving technologies and eco-car technologies that comply with exhaust gas regulations, and exhibited fuel-efficiency improvement technologies.

From 1970

International development

Futuristic concept cars

From 1980

1989 28th

This year, the name of the year was changed to Heisei, the Tokyo Motor Show moved from Harumi, which was the venue for 30 years starting with the sixth show, to Makuhari Messe in Chiba Prefecture. The theme of the 28th show, which was the opening event of the facility, was "Free running. The heart stimulates the Earth". 11

1987 27th

1985 26th

1983 25th

1981 24th

1991 29th

Theme of "Discovery, New Relationships. People, Cars, and the Earth". The number of visitors exceeded 2 million for the first time in Tokyo Motor Show's history, but by changing the duration to 15 days and extending the opening hours, the visitors themselves were dispersed. Electric vehicles, which were overcoming the challenges, also attracted attention.

1993 30th

1995 31st

1997 32nd

1999 33rd

In the 1990s, environmental issues and energy efficiency became the major themes of the Tokyo Motor Show, and eco-friendly vehicles such as hybrid cars and electric cars attracted attention. In 1997, Toyota introduced the Prius, and hybrid cars became more practical, while many automakers entered the eco-car market.

From 1990

Modernization and environmental friendliness

Evolution of IT technology

From 2000

2009 41st

2007 40th

This was the first time in 10 years that the exhibition was reorganized as a "new comprehensive show," and it was enriched with special participatory and hands-on events with enhanced entertainment, allowing visitors to experience the "Dreams, fun, and splendor of cars".

2005 39th

2004 38th

2003 37th

2002 36th

2001 35th

2000 34th



2011 42nd

The venue was changed from Makuhari to Tokyo Big Sight.

2013 43rd

2015 44th

2017 45th

2019 46th



With the utilization of autonomous driving and AI, and an increased focus on next-generation technology, at this time, the concept of car sharing and MaaS (Mobility as a Service) as well as electrification attracted attention, and the future of mobility beyond the framework of the automotive industry began to be discussed.

From 2010

Digital revolution and autonomous driving

2023 Japan Mobility Show

From Tokyo Motor Show to JAPAN MOBILITY SHOW

Launched as a "Co-creation platform" to explore an exciting future



Japan Mobility Show Bizweek

A business event that accelerates business co-creation by matching companies

Meet-up Box



2024

Creating the future, a place for making allies

2025

Show theme for 2025, 48th
 "A unique opportunity to explore mobility's future!"

Japan Mobility Show

From the 1st in 1954 – 46th in 2019
TOKYO MOTOR SHOW
"General Automobile Exhibition"



Inheriting the DNA of
the Tokyo Motor Show

Since: 2023

Japan Mobility Show

"**Co-creation Platform**"

to explore an Exciting Future

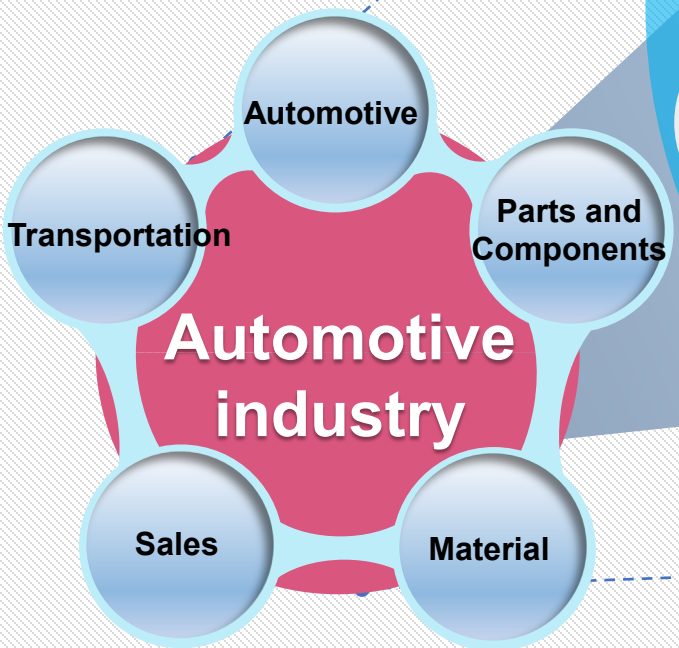
**Co-creation of
the Future** toward a
mobility-based society
Toward a Prosperous
and Dreamy Mobility
Society

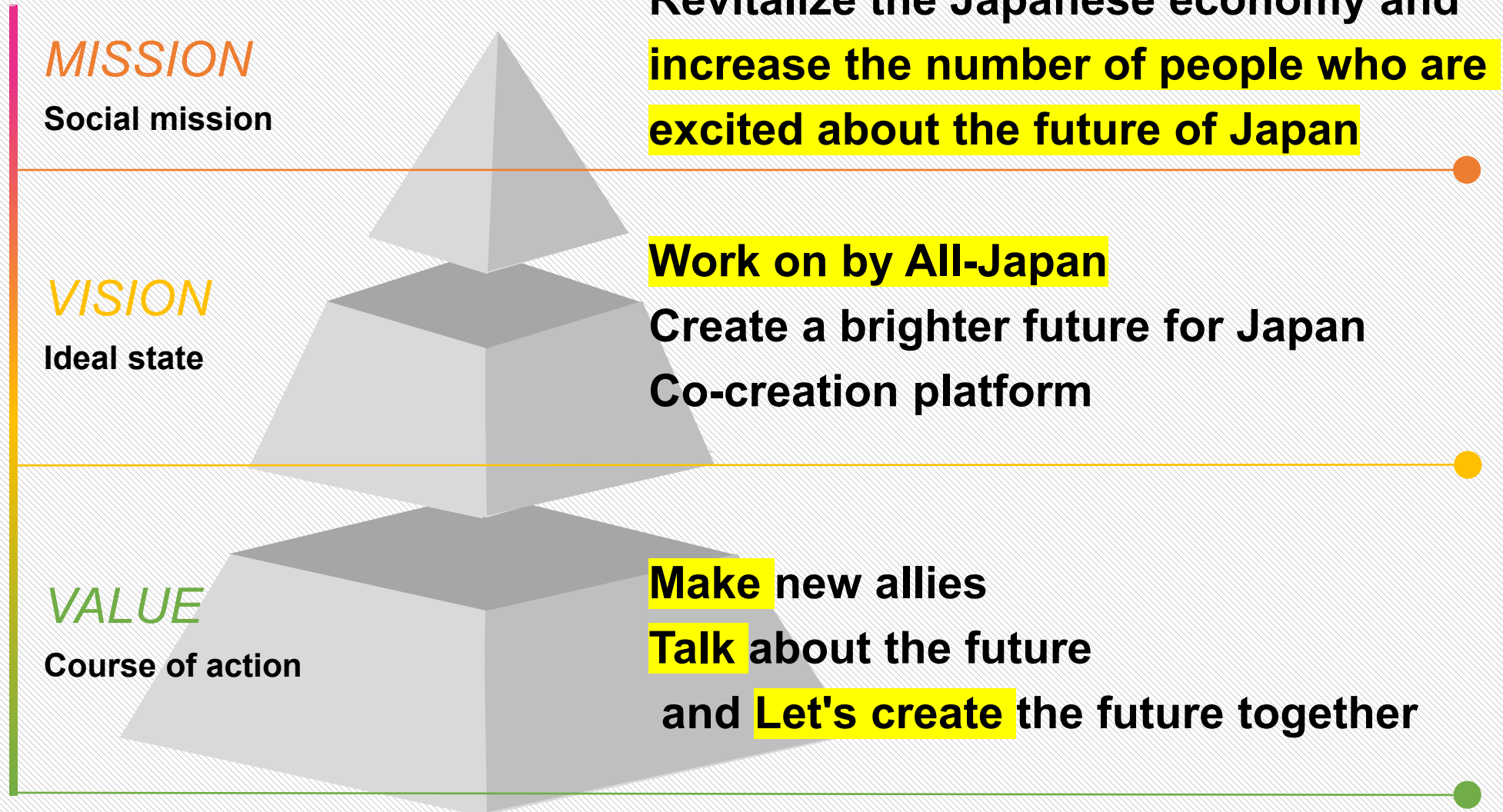
**Appeal of
Mobility**
Industry, Function, and
Experience
Appealing from
multiple angles

New Allies
Startups
Involvement of
other industries

Expanding the Mobility Industry

Growing the mobility industry
by all-Japan





Business event

Japan Mobility Show Bizweek

A community event that aims to strengthen cooperation between companies in order to build a mobility society

"Creating the future, a place for making allies"

Target

2B: Mobility-related companies

2C: Mobility business workers / Those who want to be among the first to feel mobility information

Held alternately

Showcase event

Japan Mobility Show

A show event that conveys the future of mobility to consumers and continues the connection between companies at business events

"A place to look for the excitement of the future"

Target

2C: People who want to feel the mobility scene of the future as soon as possible

2B: New mobility-related companies to join

Business matching platform

Meet-up Box



Business meetings

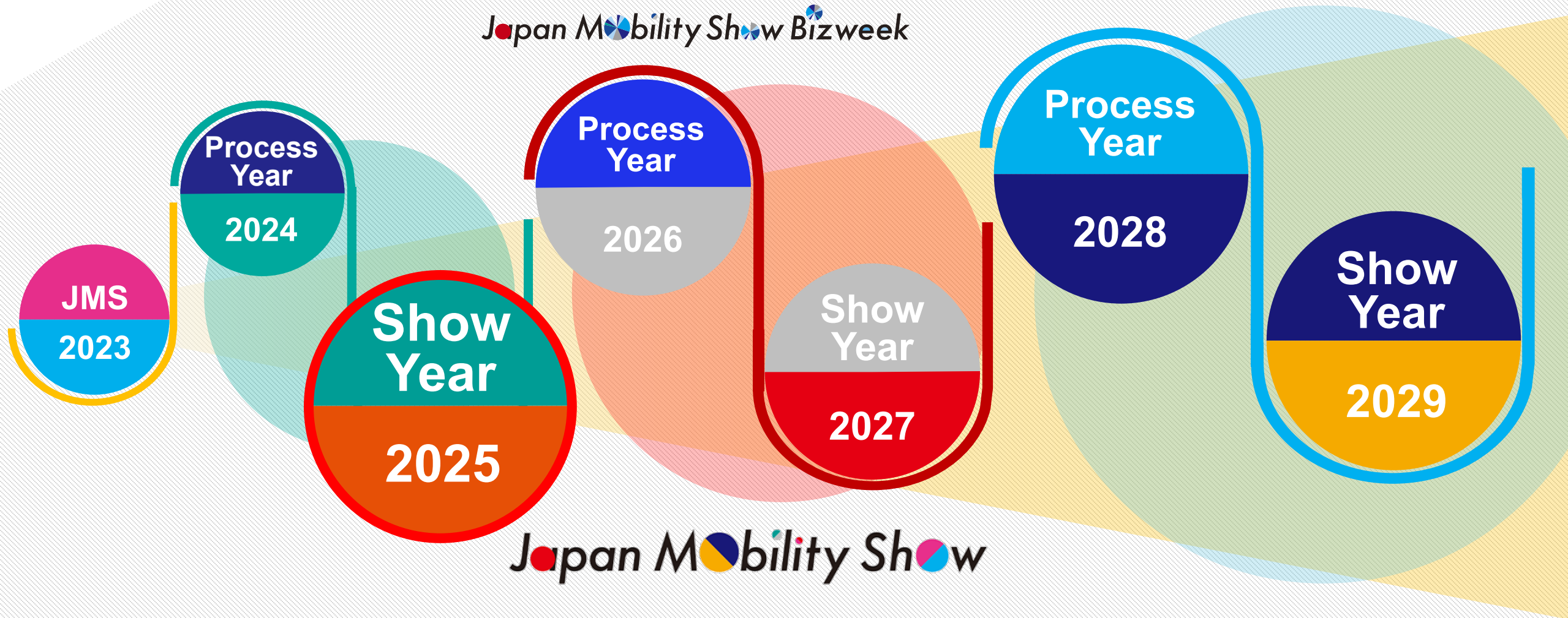


Business co-creation

A gathering place for companies to promote real business co-creation toward the construction of the mobility society of the future

Held every year as a continuous activity that has been packaged for two years

Japan Mobility Show Bizweek



Japan Mobility Show



JAPAN MOBILITY SHOW

Results of 2023 / 2024

Tokyo Future Tour

(Future of Mobility
Demonstration Show)



Motorsports

Indoor and outdoor



e-Motor
Sports



“kei”
(mini) truck
market



Personal
Mobility Ride
(Outdoor)



Japan Future Session

(Talk show)



Comedy
Live

Music
Live

Live radio
broadcast

H₂ Energy Festival



Tomica

TAKARA
TOMY



KidZania

KidZania



Startup Future Factory

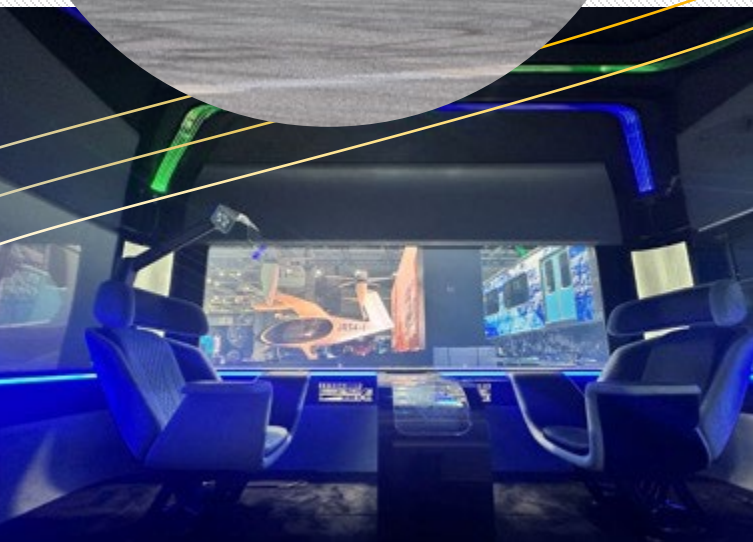
(Startup companies)



Click here for scenes of 2023 event: <https://2023.japan-mobility-show.com/gallery/>



Click here for scenes of 2023 event: <https://2023.japan-mobility-show.com/gallery/>



Japan Mobility Show
Bizweek 2024

Booth exhibits
by the established company and startups
Find New Business Partners



**Vehicle
Display**



**Business
Matching**

Promotion of corporate
co-creation



Meet-up Box

Enabled smooth and
efficient business
meetings!



**Future Mobility
Forum**
Discussions for Our Future



Future Mobility Forum

Japan Mobility Show Bizweek



Japan Mobility Show

2023 Results

■ Period: Thursday, Oct 26 - Sunday, November 5, 2023
■ Venue: Tokyo Big Sight

Number of participating companies	Approx. 500 A record high	Startups Approx. 100	Participation in the organizer projects Approx.200			
Number of visitors	Approx. 1.11 million					
	Visitor attributes					
	Men and women under 29 years old 39.1%	Employment ratio 77.5%	New visitor rate 22.4%	Living in the 23 wards of Tokyo 36.6%	Family/friends 74.2%	Foreign nationality 4.2%
Media coverage	Approx. 23,000	Each media coverage, breakdown TV shows: Approx. 300 Newspapers: Approx. 1,700 articles Web: Approx. 21,000	The number of visitors from press Approx. 10,000			
Economic effect	Approx. JPY 100 billion					
Number of business matches	430					

Japan Mobility Show Bizweek

2024 Results

■ Period: Tuesday, Oct 15 2024 - Friday, October 18
■ Venue: Makuhari Messe  Held simultaneously with CEATEC

Number of participating companies	<div>203</div> <div>New companies from sectors such as heavy industry, construction , electricity, IT, information technology, and telecommunications industries also participated</div>	<div>Established companies</div> <div>58</div>	<div>Startups</div> <div>145</div>
Number of business matches	<div>Approx.</div> <div>900 cases</div>	<div>→</div>	<div>Estimated value by the post-show questionnaire</div> <div>Approx. 2,000</div>
Number of business meetings	<div>Approx.</div> <div>400</div>	<div>→</div>	<div>Estimated value by the post-show questionnaire</div> <div>Approx. 1,700</div>
Business collaboration	<div>Approx. 100 in progress (estimated value by questionnaire)</div>		
Media coverage	<div>Approx. 1,400</div>		
<div>Meet-up Box</div>			
Number of registered companies	<div>Approx. 1,000</div>	<div>Established companies: 450</div> <div>Startups: 300</div>	
Number of registered businesses	<div>Approx. 2,000</div>	<div>Others: 250 companies and organizations</div> <div>* As of November 2024</div>	

2023: Approx. 23,000

Media coverage

2024: Approx. 1,400

Japan Mobility Show

Japan Mobility Show Bizweek



NHK_News



NHK_Metropolitan News



NHK_Metropolitan Network



TBS_N Sta



Nippon Television_every



Nippon Television_DayDay



NHK_Good Morning Japan



TX_WBX



CX Live news α



Supplementary)

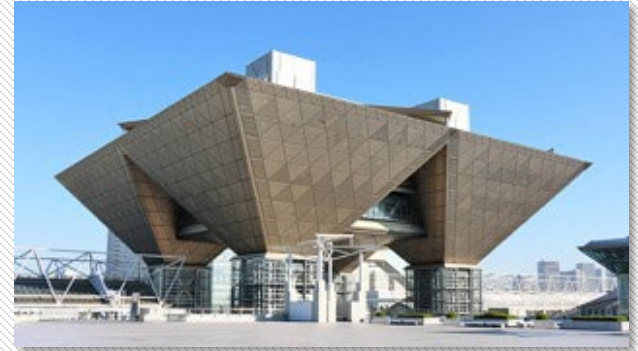
2023: Covered in various ways, including news reports, information programs, and entertainment
2024: Covered by news report and business programs mainly



Outline of JAPAN MOBILITY SHOW 2025

Period: **October 29, 2025** **Wed.** - **November 9, 2025** **Sun.**
 Venue: Tokyo Big Sight (East, West, and South Exhibition Halls)

* All buildings to be used except for halls subject to large-scale repair work (East Hall 1-3)



Date	Day of the week	Opening hours	Name
October 29, 2025	Wed.	8:00 - 18:00	Press Days
October 30, 2025	Thu.	8:00 - 13:00	
		13:30 - 18:00	Official Day (Invitees of the Opening Ceremony, etc.)
October 31, 2025	Fri.	9:00 - 19:00	Special Invitation Day/ Special visit day for those with disability certificate
		13:30 - 19:00	
November 1, 2025	Sat.	Weekdays : 10:00 - 19:00	Public Opening Days (Between 9: 00 -10: 00 is only for those with special tickets.)
-		Saturdays and Holidays: 9:00 - 19:00	
November 9, 2025	Sun.	Sundays : 9:00 - 18:00	



Japan

Mobility
Show

A unique opportunity to
explore mobility's future!

In addition to the content on display at mobility-related companies' exhibitor stands, visitors will be able to enjoy a wide range of programs inspired by three main themes.

1

Visions of the Future

#FUTURE

- Theme -
“The **Future** of Mobility”

Programs will demonstrate how mobility will play a crucial role in the years ahead, offering exciting visions of what to look forward to and fostering co-creation momentum for Japan and the world.

2

Mobility Culture

#CULTURE

- Theme -
“The **Appeal** of Mobility”

Programs will focus on the appeal and convenience of different types of mobility including but not limited to road-based mobility, emphasizing the added value they can bring to users.

3

Business Co-Creation Promotion

#CREATION

- Theme -
“The **Business** of Mobility”

To help move the Japanese economy forward in a positive and sustainable direction, programs will promote the forging of partnerships and co-creation among businesses that contribute to the advancement of the mobility industry.

A comprehensive event of mobility to be enjoyed by families and children

#FUTURE



#CULTURE



#CREATION



#KIDS



#FOOD



#EXHIBITION





In addition to the conventional sections, we will add the Mobility-related section, which includes IT, information, communications, public transportation, and infrastructure