

**Outline of JAPAN MOBILITY SHOW2025** 



Japan Automobile Manufacturers Association
JAPAN MOBILITY SHOW Office







### **About JAPAN MOBILITY SHOW**

# Japan Mability Show

#### About JAPAN MOBILITY SHOW

# History



The first show was held as "All-Japan Auto Show" at Hibiva 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.







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

history





technologies From 1970

biennial event.

1971 <sup>18th</sup>

1972 19th

1973 20th

1975 21st

1977 22nd

1979 <sup>23rd</sup>

From 1954 International development



event of the facility, was "Free 1987 27th development of the domestic infrastructure.

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

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



2004 38th

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

The 39th event was held on the 50th anniversary of the first All-Japan Auto Show in 1954

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 AL 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

From 2010

Digital revolution and autonomous drivina

2023

Japan Mobility Show

From Tokyo Motor Show to JAPAN MOBILITY SHOW

Launched as a n" to explore I an exciting future



Japan Mability Show Bizweek

A business event that accelerates business cocreation by matching companies

Meet-up Bex



2024

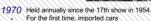
Creating the future, a place for making allies

2025

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



### From 1960



participated in the event in earnest. Debuted as an international show.

1964

The "All Japan Motor Show" was renamed to the "Tokyo Motor Show". The Tokyo Olympics accelerated the

and a variety of vehicles were introduced to the market

1963 10th 1962 9th

1961 8th



Futuristic concept cars From 1980

With 20 memorable events, it changed to a

In the 1970s, Japanese cars began to rapid

gain recognition in the global market, and the

Tokyo Motor Show began to attract attention

technologies and eco-car technologies that

comply with exhaust gas regulations, and

as an international event, Japanese

automakers focused on energy-saving

exhibited fuel-efficiency improvement

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 running. The heart stimulates the Earth", 11





1960 7th









# 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

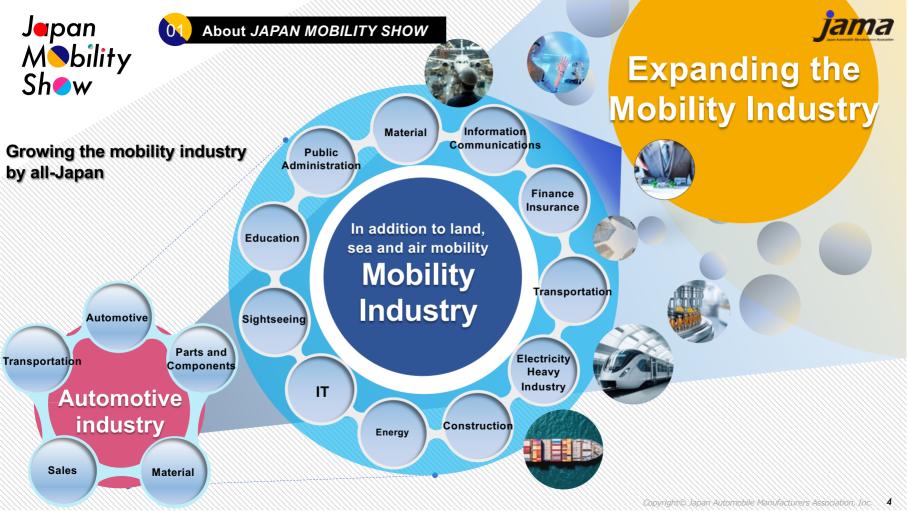


"General Automobile Exhibition"













### MISSION

Social mission

Revitalize the Japanese economy and increase the number of people who are excited about the future of Japan

### VISION

Ideal state

Work on by All-Japan

Create a brighter future for Japan

**Co-creation platform** 

### **VALUE**

Course of action

Make new allies

Talk about the future

and Let's create the future together







#### **Business event**

### Japan M⇔bility Sh∻w Bîzweek

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



### **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









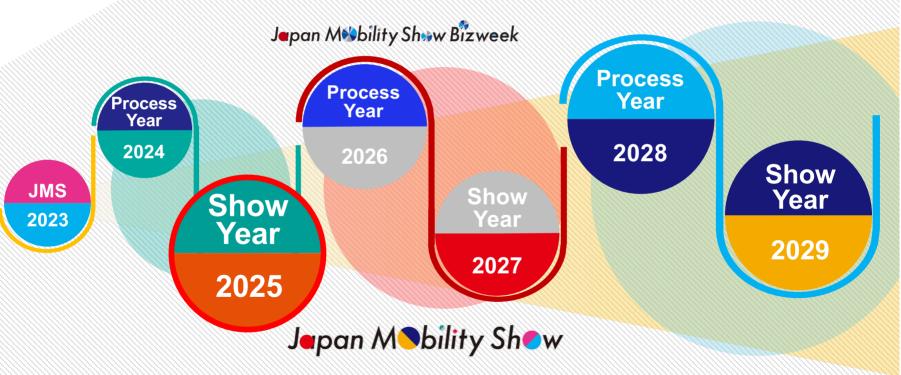
A gathering place for companies to promote real business co-creation toward the construction of the mobility society of the future







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









# JAPAN MOBILITY SHOW Results of 2023 / 2024



KidZania

**MidZania** 



(Future of Mobility Demonstration Show)





Tomica
TAKARA
TOMY





Toky Future Tour

Personal Mobility Ride (Outdoor)

Teky Future Tou

"kei" (mini) truck







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







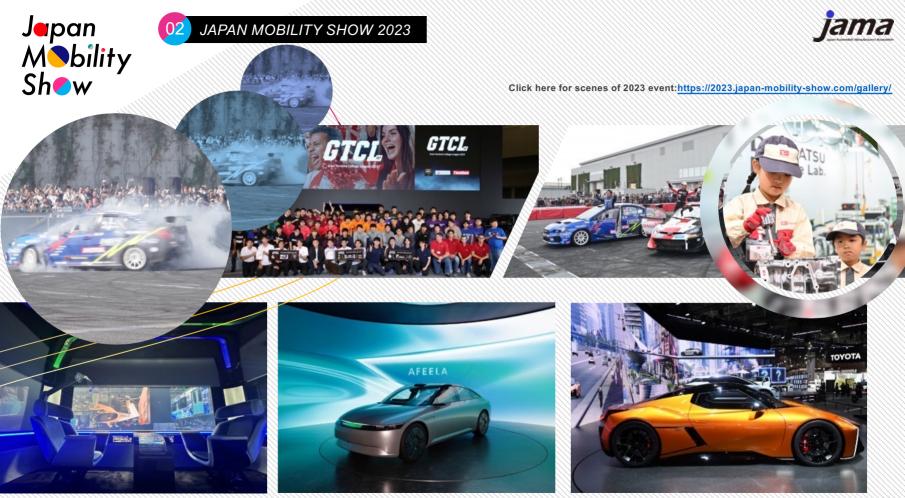














### **Business Matching**

Promotion of corporate co-creation

Meet-up Bex

### **Booth exhibits**

by the established company and startups

**Find New Business Partners** 

Vehicle Display

Jepan M⇔bility Sh⇔w Bizweek 2\*24





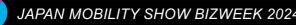




**Enabled smooth and** 









## Japan M⇔bility Sh⇔w Bîzweek















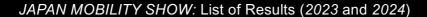
















### Japan Mobility Show

2023 Results

- Period: Thursday, Oct 26 Sunday, November 5, 2023
- Venue: Tokvo Bia Sight

Number of participating companies

Approx.

Startups

Participation in the organizer projects

Approx. 100

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 Family/friends wards of Tokyo 36.6%

74.2%

nationality 4.2%0

Foreign

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

Approx. 10.000

**Economic** effect

Approx. JPY 100 billion

Number of

430

### Japan M⇔bility Sh⇔w Bîzweek

#### 2024 Results

- Period: Tuesday, Oct 15 2024 Friday, October 18
- Venue: Makuhari Messe

Held simultaneously with CEATEC

Number of participating companies

Startups

New companies from sectors such as heavy industry, construction , electricity, if, information technology, and telecommunications industries also participated

Number of business matches

Approx. 900 cases Approx.

400

Estimated value by the post-show questionnaire Approx. 2.000

> Estimated value by the post-show questionnaire

> > Approx. 1,700

**Business** collaboration

Number of

**business** 

meetings

**Approx.** 100 in progress (estimated value by questionnaire)

Media coverage Approx. 1,400

Meet-up Bex

Number of registered companies

Number of registered businesses Approx. 1,000

Approx. 2,000

Established companies: 450

Startups: 300 Others: 250 companies and organizations

\* As of November 2024



#### JAPAN MOBILITY SHOW: List of Results (2023 and 2024)



Media coverage

2024: Approx. 1,400

### Japan M⇔bility Sh⇔w Bîzweek



2023: Approx. 23,000



#### Supplementary)

2023: Covered in various ways, including news reports, information programs, and entertainment

2024: Covered by news report and business programs mainly







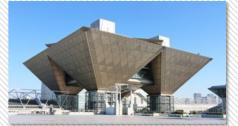
# **Outline of JAPAN MOBILITY SHOW 2025**





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 Saturdays and Holidays: 9:00 - 19:00	9:00 - 19:00
November 9, 2025	Sun.	Sundays : 9:00 - 18:00	





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.

Visions of the Future

**Mobility Culture** 

**Business Co-Creation Promotion** 

## **#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.





Japan Mobility Show





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





# **#CREATION**













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