



March 1, 2007

Japan's premier and exclusive automotive aftermarket trade event for tuning and customization for imported cars

## Tokyo Special Import-Car Show 2007

**Date:** May 11 (Fri), 12 (Sat), 13 (Sun), 2007  
**Venue:** Tokyo Big Sight, East Exhibition Halls 4, 5, 6  
**Official Website:** <http://www.sis-t.net/english/>

The Tokyo Special Import-Car Show (SIS) is Japan's premier and exclusive automotive aftermarket trade event, specializing in automotive tuning and customization for imported cars. The show will take place on May 11 (Fri) to 13 (Sun), 2007 in halls 4-6 at Tokyo Big Sight, Tokyo's largest comprehensive conference facility.

The Tokyo Special Import-Car Show is a trade event open for professionals and car enthusiasts offering a range of latest vehicles and concept cars, aftermarket parts, new product release events, and exclusive information release. The show represents the entire automotive performance, accessory and the specialty product industry for imported cars, all in one location, featuring:

- Racing and performance products on streets and circuits
- Tuning products, electronics and suspension modifications
- Customization products, including tires and wheels
- Mobile electronics and onboard technologies including security and audio/visual entertainment along with the latest vehicle computing system and software, global positioning system and more
- Authentic reproduction and restoration products for muscle cars, classics and vintage cars

Auto shows in Japan has been known for its variety of new model cars and concepts cars where visitors can see and touch the exhibit, however, the Tokyo Special Import-Car Show has put efforts in changing the motor show trend in Japan where visitors can see, touch, ride, experience and purchase the exhibit. Being a trade event, the Show creates a scene for exhibitors to promote products and services to professionals along with facilitating promotion and product/vehicle sales to the public. In addition open events are co-hosted to showcase tuned and custom cars to add further inspiration to the show.

The past Show in 2006 has featured 264 companies ranging from aftermarket makers for imported cars, importers, specialty shop owners, wholesalers, organizations, and Press Medias, which attracted 55,889 visitors nationwide.

The coming Show in May will increase in scale, reflecting the increasing demand in the imported car market in Japan, along with its expectation to enliven the automobile after parts market further more. Visitors of the Special Import-Car Show 2007 is expected to top 60,000 people and feature more than 300 companies including new enterprises entering the market along with new overseas exhibitors.

Should you have any inquiries regarding the Show or require any assistance, please contact us at your convenience.

**Tokyo Special Import-Car Show Management Office in Tradeshow Organizer Inc.**  
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**Official Website: <http://www.sis-t.net/english/>**

# Tokyo Special Import-Car Show 2007

## OUTLINE

<b>Title</b>	Tokyo Special Import-Car Show 2007 ~Imported Motor Show Specializing in Automotive Tuning and Customization~
<b>Date</b>	May 11(Fri) - 13(Sun), 2007 10:00~18:00 (~17:00 on Sun)
<b>Venue</b>	Tokyo Big Sight East Exhibition Halls 4, 5, 6 3-21-1 Ariake, Koto-ku, Tokyo, Japan
<b>Sponsor</b>	NAPAC (Nippon Auto Parts Aftermarket Committee)
<b>Exhibitors</b>	300 exhibitors (estimated)
<b>Attendance</b>	60,000 visitors (estimated)
<b>Admission</b>	2,000 yen Complimentary for children under elementary school (Complimentary invitation will be distributed to commercial visitors and the press)

## FEATURES

<b>Special Euro Shop Zone</b>	Features demonstration cars of specialty shops offering restoration, tuning and customization services for European cars.
<b>Import Car Maintenance Zone</b>	Features maintenance tools and accessories, repair parts, maintenance and restore services of shops and factories for imported cars.
<b>Motor Sports Zone</b>	Features racing parts, tuning products, racing accessories and apparels for racing sports.
<b>Car Audio·Navigation Zone</b>	Features manufacturers and installation shops of car audios, navigation systems, and car electronics products.
<b>4 x 4 Zone</b>	Features parts manufacturers and 4x4 specialty shops including suspension lifts and various customs for imported 4x4 cars.

## EVENTS

<b>Test-Ride Event</b>	A chance to test-ride exhibitor's tuned and customized vehicle. May 12 (Sat), 13 (Sun)
<b>Car Owners Club Exhibit</b>	A collection of 120 unique tuned and customized import cars representing the Car Owners Club nationwide will be on display. May 12 (Sat), 13 (Sun)
<b>Super Car·Super Car</b>	100 special model super cars and tuned machines including Ferrari, Lamborghini and more will assemble at the event. May 12 (Sat)
<b>West-Coast Style Contest</b>	An open contest for customized cars in US West-Coast style. May 12 (Sat)

## CONCURRENT EXHIBIT (PLANNED)

<b>Lexus Pavilion</b>	Featuring aftermarket parts for Lexus vehicles.
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