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Press Release Vol. 2

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 and the Trend of the Japanese Market

The S.I.S. Tokyo Special Import-Car Show

Focusing on the imported-car aftermarket, the 4th annual S.I.S. Tokyo Special Import-Car Show has grown and become to be known as the location to release new products and showcase the latest demonstration vehicles to 60,000 visitors with 300 exhibitors representing the industry. Behind the growth of the S.I.S. Tokyo Special Import-Car Show lies a background of mass competition in the Japanese imported-car aftermarket in the recent years. The market has undergone severe survival of high-quality and highly branded products and services, leading to a demand of a site to develop branding and to release information, products, services and technological developments to targeted visitors. The solution: S.I.S. Tokyo Special Import-Car Show.

In addition, commercial visitor profiles of our show, not only includes domestic import-car aftermarket specialty shops, but official import-car dealers and auto importers, proving their keen awareness in the auto aftermarket. The S.I.S. Tokyo Special Import-Car Show Management Office foresees further increase of commercial visitors as such, and with the growing demand of consumers, the significance of the auto aftermarket is surely to grow further more.

The Current Japanese Imported-Car Aftermarket

The Japanese import-car aftermarket has been established and long been supported by efforts of trade companies and specialty shops, sustaining extensive popularity throughout. In the recent years, end-user trend such as preferring European after parts to European cars has shifted to a more diverse preference such as customizing European cars with oversized wheels by the influence of the US West Coast trend, which demonstrates the continuous broadening of style and the growth of the import-car aftermarket.

In this, the domestic-car aftermarket has shown decline due to the weakening of popularity in vehicles itself and the aftermarket. Due to this, entry of Japanese manufacturers in the import-car aftermarket has been remarkable recently, dealing wheels, restyling parts, suspensions, breaks, etc. In addition, these Japanese import-car aftermarket manufactures planning to broaden the brand to overseas market will surely be spotlighted in the near future.

Our Goal

The S.I.S. Tokyo Special Import-Car Show pursue to create the best possible effect in promoting brands, products and services to home and abroad and for end user satisfaction visiting the event. The S.I.S. Tokyo Special Import-Car Show Management Office will continuously expand our missions and develop globally further-on into becoming the representative of the Asian automobile aftermarket show.

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Tokyo Special Import-Car Show 2007

THE SHOW

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

OUTLINE

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

FEATURES

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

EVENTS

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

CONCURRENT EXHIBIT

Lexus Pavilion	Featuring aftermarket parts for Lexus vehicles.
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