



April 9, 2007
Press Release Vol. 3

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/>

Over 1,000 Modified Imported Cars at the Event Site! Features, Events and More!

The 4th annual Tokyo Special Import-Cars Show will be featuring 300 exhibitors including auto parts makers, importers, specialty shop owners, wholesalers, associations and publishers as a comprehensive motor show in scale and contents implementing Japan's premier automotive aftermarket trade event for tuned and customized import cars.

Detailed information of exhibitors will be announced on our official English homepage on April 16 (planned) along with other information updated regularly.

Exhibition Areas/Zones of the S.I.S. Tokyo Special Import-Car Show

With the growing demand of user need diversity, the S.I.S. Tokyo Special Import-Car Show has created 7 exhibit areas/zones for better access for visitors and targeted sales and marketing for exhibitors.

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

Concurrent Events featuring Test –Rides and Open Car-Enthusiast Events

Test-Ride Event

May 12 (Sat), 13 (Sun)

A motor show where visitors can see, touch, ride, experience and purchase the exhibit. Don't miss the chance to test-ride exhibitor's tuned and customized premium and luxury vehicle including Ferrari, Lamborghini, Bentley, Rolls-Royce, Porsche, Mercedes Benz, BMW, and Volkswagen.



Super Car • Super Car

May 12 (Sat)

100 special model super cars and tuned machines including Ferrari, Lamborghini and more will assemble at the event. Enjoy the live sound of the super machines.



West-Coast Style Contest

May 12 (Sat)

An open contest for customized cars in US West-Coast style including luxury, 4 x 4, and rod styles.



S.I.S. Award of the Year

The S.I.S. Tokyo Special Import-Car Show will carry out the first "S.I.S. Award of the Year", awarding the best demonstration car exhibited at the show. This show is to recognize the efforts of the developers, manufacturers, and distributors who created the vehicle along with contributing to the further development of the auto aftermarket and the import-car market. Participating vehicles will be posted on our official website on 4/25 (planned). Vote your choice online! The highest scored vehicle will be awarded the "S.I.S. Award of the Year" along with awards of divisions shown below.

Luxury Division	Luxury style custom cars of premium and super cars.
European Division	European custom cars and Euro-style modified cars.
Super Car Division	Tuned and customized super cars including Ferrari and Lamborghini and more.
4 x 4 Division	Imported 4 x 4 vehicles equipped with the latest custom parts and upgrades.
Motor Sports Division	Circuit vehicles, tuned and customized for mobility and performance.
Vintage Car Division	Restored and customized premium vintage cars.
Audio Division	Vehicle equipped with advanced installation technologies and design of car-audios.

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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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)

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