

INVITATION

We will be exhibiting at AUTOMOTIVE WORLD September

380 exhibitors* dedicated to SDV, EV technologies and design/development solutions

Together. Beyond Limits.

AUTOMOTIVE WORLD 2026 SEPTEMBER

9-11 September 2026 | 10:00-17:00 | Makuhari Messe, Halls 1-3

Three shows

EV/HV/FCV Technology Expo

SDV EXPO

Automotive Design & Development DX Expo

REGISTER IN ADVANCE FOR QUICK ENTRY ON THE DAY

1 Register using a QR code



Visitor registration



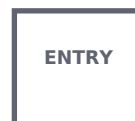
Managers and above

2 Print your visitor badge in colour



No printer? You can print your badge at the venue.

3 Enter directly - no reception required



Need help registering? Call +81-3-6732-8831 or come directly to the venue.

DISCOVER THE LATEST MOBILITY TECHNOLOGY TRENDS

SDV

Integrated ECUs

AI x Mobility

Next-Gen Power Units

Chinese EVs

Electrification & Intelligence

Circular Economy

Generative AI

Please share the enclosed invitation with colleagues and partners who may be interested.

Advance registration is required for smooth entry.

Organiser: RX Japan GK | AUTOMOTIVE WORLD Show Management | Tel: +81-3-6732-8831 | visitor-auto.jp@rxglobal.com

EXCLUSIVE BENEFITS FOR GUESTS INVITED BY OUR COMPANY

EXHIBITOR BENEFIT 1

TWO PAID KEYNOTE SESSIONS FREE

Normally JPY 36,000 total (JPY 18,000 x 2)

Application ID: E240429009

Select your sessions, enter the ID above and press Apply to receive the discount.



EXHIBITOR BENEFIT 2

JPY 1,000 MEAL VOUCHER

Valid once from 9-11 September 2026 at Makuhari Messe

Bring this invitation to the Benefits Redemption Counter. Available first-come, first-served each day while supplies last. A brief survey is required.

Ideas for R&D and solutions to your challenges

AUTOMOTIVE WORLD - 2026 HIGHLIGHTS

Point

1

380 exhibitors* - leading companies and organisations worldwide

Exhibitors include:

Names abbreviated; order not ranked. As of 13 July 2026.

- Bosch
- RISC-V
- Perseus
- AZAPA
- NXP
- COVESA
- Eclipse SDV
- Leading-edge Semiconductor Technology Center
- AGL
- Horizon Robotics
- PERSOL CROSS TECHNOLOGY
- NEXTY Electronics
- Hitachi Industry & Control Solutions
- Sonatus
- Macnica
- eSOL

Point

2

130 seminars* covering the latest automotive technology trends

SDV / AI-Defined Vehicle  Toyota Motor Corporation Fellow Kenichi Murata	Development of the New bZ4X Series  Toyota Motor Corporation MS Division / ZZ Chief Engineer Seiya Uchiyama	Development of the N-ONE e:  Honda R&D Co., Ltd. Automobile R&D Center / Chief Engineer Hidetomo Horita
Improving Automotive Development Efficiency  DENSO Corporation Core Systems Promotion / Design Process Hiroyuki Iwahashi	COVESA Vehicle Signal Specification (VSS)  Bosch Corporation Mobility Engineering, East & Southeast Asia Yasuhiro Morita	The Essence and Key Technologies of SDV  Panasonic Automotive Representative Director / Executive Vice Masashige Mizuyama
The Intelligent Car  Horizon Robotics Vice President of Product Marketing Wenyao Liu	Introduction to COVESA Activities  Renesas Electronics HPC SoC Software Enablement / Senior Director Nao Munakata	Conference Program Scan for 

Affiliations and titles current as of 13 July 2026. Honorifics omitted. Selected sessions only.

THE SDV ECOSYSTEM COMES TOGETHER

A First for the SDV Industry: Seven Leading Organisations

Unite

Seven major organisations from Japan and abroad are joining forces across standardisation, open source and software development platforms.



Point

3

Special programs created with leading industry organisations

SDV Forum X powered by COVESA



Seven SDV-related organisations from Japan, Europe and the United States unite. Toyota, Honda, Bosch and other leaders present the latest developments in SDV.

NEW: Automotive Design & Development DX Expo



A new specialised exhibition focused on accelerating and streamlining automotive development through AI, DX and software.

EV Teardown Display & Analysis Seminar



Explore e-Axle and inverter teardown exhibits, together with an expert seminar on the structure and cost of the latest Chinese EVs.

Special Area: The Frontline of Vehicle Development



COVESA Special Exhibit Area, a joint program with JAMBE, model-based development exhibits and forums, and much more.

Visit the official AUTOMOTIVE WORLD September website for the latest information

Exhibitors and products | Conference and organiser programs | Access and group-visit benefits

*Exhibitor and seminar figures are forecasts as of 13 July 2026 and may change by the time of the show.