

Brussels – June 12, 2025

## Press Release

### Exhibition: Big in Japan (3 July 2025 – 31 August 2025)

Good news for all fans of Japanese cars and culture! This summer, Autoworld immerses you in a universe where tradition, innovation, and mechanical extravagance come together.

From July 3rd to August 31st, discover **Big in Japan** at Autoworld – a spectacular exhibition celebrating the richness of Japan's car and motorcycle industries through an beautiful scenography dedicated to the Land of the Rising Sun.

Soak up the traditional Japanese atmosphere as you journey through the cultural landscapes of Japan. Experience the vibrant energy of the city and the racetrack, but also the serenity of nature and art.

### Over 55 vehicles – The soul of Japan on wheels

#### Historic cars

Explore the models that shaped generations: the Mazda Cosmo, the pre-production Mazda MX-5, the Toyota 2000 GT & Spider, the Toyota Celica, and the Toyota Supra. These true icons of reliability and driving pleasure have become legends in their own right.

#### Japanese supercars

Get up close to rare and powerful machines: Toyota GT ONE, Honda NSX, and many more breathtaking mechanical surprises.

#### Japanese motorsport

Step into the paddocks of legendary circuits like Fuji and Suzuka – rally, endurance, Super GT & drift. Authentic race cars in iconic liveries will plunge you into the thrilling world of Japanese motorsports. The exceptional Mazda 787B, Le Mans winner in 1991,

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will be on display, alongside the Toyota 94C-V (1994) or the Toyota Corolla WRC driven by Carlos Sainz.

### **The spectacular evolution of the Japanese superbike**

Because Japan's passion doesn't stop with cars, Big in Japan also pays tribute to the titans of the motorcycle world. From the legendary Honda CB750 to modern beasts like the Yamaha R1 and Suzuki Hayabusa, discover how Japanese brands revolutionized sport bikes and motorcycle racing. This section of the exhibition takes you through 50 years of speed, style, and engineering excellence.

### **Big in Japan is: Autoworld, Japanese-style**

From Tokyo-inspired decor and racing circuits like Suzuka to the natural beauty surrounding iconic Mount Fuji – the entire exposition hall transforms into a Japanese experience.

### **Activities for kids**

All summer long, Autoworld offers a creative kids' zone with coloring pages and manga drawing, a LEGO corner to build your dream car, a retro arcade game, and – especially for Big in Japan – a workshop in origami.

### **Brasserie Bagnole**

The museum's Brasserie Bagnole will also adapt its ambiance and add some Japan-inspired dishes to the menu.

### **Saturday 12 July: Cars & Coffee – Big in Japan**

To celebrate the exhibition, Autoworld invites you to a special gathering on Saturday 12 July, from 10 AM to 2 PM on the esplanade in front of the museum. This event is dedicated to classic Japanese cars and motorcycles – whether stock or JDM-style – as well as Japanese supercars.

Join us with your own Japanese vehicle or simply enjoy the unique Japanese vibe in the heart of Brussels.

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A must-attend event for enthusiasts of Japanese car culture!

[More information and registration for Cars & Coffee via this link.](#)

### Plan your visit

The Big in Japan exhibition is included in the regular Autoworld admission and also gives you access to the museum's permanent collection of over 300 vehicles.

### Practical info

Opening hours

Open daily from 10 AM to 5 PM – weekends until 6 PM

### Admission prices

Adult: €17

Discounted: €14 (students – seniors – children aged 4–12 – groups of 15+ people)

Online ticketing: Save €1 when you buy your ticket online in advance on the Autoworld website.

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