

**Honda NSX Tribute by Italdesign:
a forward-looking homage to heritage and progress**

**Tokyo Auto Salon 2026 – Jan. 9–11
North Hall 11, Booth 1102**

- Tokyo Auto Salon 2026: the ideal stage to celebrate a brand and a model that symbolize engineering excellence and passion.
- Makuhari Messe, January 9–11, 2026, North Hall 11, Booth 1102
- Honda NSX Tribute by Italdesign: a philological homage to an icon of performance, reliability, and usability, reinterpreted in a contemporary key through a tailor-made few-off project, curated end to end by Italdesign.

Moncalieri, December 19, 2025

Officially recognized by Honda, the NSX Tribute by Italdesign is a philological homage to an icon of performance, reliability, and usability. It distills its essential values and translates them into a contemporary, tailor-made few-off project, curated end to end by Italdesign, from styling to engineering, through to ultra-limited series production.

Honda has written memorable pages in the history of automotive and innovation. From its first triumph in Formula 1, to the birth of a sports legend, to consecration in endurance racing. Each milestone marked a step forward toward excellence.

In 2025, three anniversaries related to Honda and the legendary NSX are being celebrated. Italdesign will mark these occasions

with an exclusive project at the Tokyo Auto Salon, from January 9 to 11, 2026, at booth 1102 in North Hall 11.

"For us, the Honda NSX Tribute by Italdesign is an extraordinary project that embodies the spirit of innovation, the pursuit of exclusivity, the exaltation of craftsmanship, and respect for tradition that have always driven our company," says Andrea Porta, Business Development Manager at Italdesign. He continues: "Tokyo Auto Salon is the ideal stage to strengthen our connection with Japan, with young people, and with tuning culture. Here you breathe true passion for the automobile, and it is the perfect context to pay tribute to this model that made history. The NSX Tribute by Italdesign project is primarily a tribute to Honda, which we thank for the opportunity granted to us, and secondly to one of the most iconic Japanese cars—the first to dare challenge European supercars both stylistically and in performance. Our strictly limited series will be produced exclusively in right-hand drive and will be aimed at demanding clients engaged in a one-to-one journey: from prospects passionate about design and JDM philosophy, seeking clean aesthetics, ergonomics, and engineering precision, to enthusiasts of '90s icons eager for authentic driving sensations, to hypercar lovers who appreciate a harmonious dialogue between tradition and progress. Each example will represent the fusion of heritage and cutting-edge engineering. Our NSX Tribute by Italdesign is a celebration and a statement of intent".

Discover it at Tokyo Auto Salon 2026.

January 9–11, Makuhari Messe

North Hall 11, Booth 1102.

The full press release and downloadable video & photo assets will be available starting January 9, 2026 at:

<https://www.italdesign.it/en/media-center/>

Italdesign
Press Office
pr@italdesign.it



Questa e-mail ti è stata inviata perché presente
nell'elenco dei nostri contatti.

I dati sono stati raccolti attraverso i siti web di
Italdesign Giugiaro S.p.A., eventi di presentazione
prodotto e tramite contatto diretto telefonico.

Per cancellare la sottoscrizione, [clicca qui](#)

Italdesign Giugiaro S.p.A.

Registered office
via San Quintino, 28 Torino, Italy

Headquarters
Via Achille Grandi, 21/25 Moncalieri (TO), Italy