

Honda NSX Tribute by Italdesign A Japanese Tour on the Road to Milan Design Week 2026

- After its debut at the Tokyo Auto Salon, the Honda NSX Tribute by Italdesign continues its journey across Japan before arriving in Milan: a route that brings together heritage, design, and automotive culture.
- Osaka Auto Messe: February 13–15, 2026, INTEX Osaka, Hall 3 – Booth 3-B15-2
- Automobile Council: April 10–12, 2026, Makuhari Messe, Chiba
- Milan Design Week: April 20–26, 2026, Opificio 31, Via Tortona 31 – RRD Space

Moncalieri, February 9, 2026

The Honda NSX Tribute by Italdesign, a philological and contemporary homage officially endorsed by Honda, continues its symbolic journey between legacy and forward-looking vision with a tour across Japan, ahead of its Italian première at Milan Design Week 2026.

This journey is crucial to understanding the essence of the project: the car celebrates the legendary 1990s NSX, remaining faithful to its original identity and values while reinterpreting them through the advanced technology of the second generation, in a project destined to evolve into a few-off model.

And it is precisely in Japan that the tribute reveals its deepest meaning—a bridge between what the NSX represented and what it can embody today, thanks to a modern design and engineering language.

Following the Tokyo Auto Salon, the Honda NSX Tribute by Italdesign will join the Osaka Auto Messe from February 13 to 15. Now in its 29th edition, the event is a vibrant celebration of tuning and custom automotive culture, a universe where cars become true forms of personal artistic expression.

INTEX Osaka – Italdesign Booth: Hall 3 – Booth 3-B15-2

In mid-March, at the height of cherry blossom season, the car will also appear at an exclusive, élite event dedicated to the worlds of luxury and bespoke craftsmanship.

From April 10 to 12, 2026, the NSX Tribute will take part in the Automobile Council Japan at Makuhari Messe in Chiba: a three-day gathering that brings together classic cars and contemporary models, creating a continuous narrative that spans eras and cultures, offering visitors the chance to explore the rich and diverse universe surrounding the automotive world.

On the Road to Milan Design Week 2026

After engaging with Japanese audiences, the Honda NSX Tribute by Italdesign will prepare to meet the international community at **Fuorisalone**, where it will be showcased in a dedicated Italdesign space within the RRD showroom.

In Milan, the project will present itself as a synthesis of Japanese engineering culture and Italian aesthetic sensibility, demonstrating how the contemporary reimagining of an icon can become a meeting ground between tradition and innovation.

"This tour was born from the desire to tell the story of our deep bond with Japan and its culture," says Antonio Casu, CEO of Italdesign. "It's a relationship that belongs to both our past and our future. It's a precious opportunity to get even closer to a community that lives the automobile with genuine passion—just like we do."

He continues: *"In this Tribute version, the NSX takes on a symbolic value that goes beyond the car itself: it is the icon that challenged European supercars with a new, distinctive approach. For us, it represents the essence of who we are as a company: the fusion of innovative drive and deep-rooted heritage."*

And he concludes: *"Bringing this journey to a close at Milan Design Week is equally meaningful. It is one of the most influential international stages where design engages with different cultures, languages, and visions. In line with the 2026 theme, the NSX Tribute by Italdesign is the concrete expression of what 'Being Project' means for us Ideneers of Italdesign: end-to-end design capability, engineering excellence, prototype development, co-creation with OEM partners, artisanal few-off craftsmanship, and a narrative that enhances and amplifies the value of our work."*

A journey worth following, step by step, as the story of the NSX Tribute continues to unfold.

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