

October 6, 2025

Japan Automobile Importers Association

Newly Registered Number of Imported Vehicles During the first half of FY 2025 (Quick Report)

The number of vehicles produced by foreign manufacturers newly registered during the first half of FY 2025 (from April to September 2025) amounted to 120,458 units, increased by 9.9% compared with that of FY 2024(109,558).

The total number of vehicles newly registered during the period including the vehicles produced overseas by Japanese manufacturers amounted to 173,846 units, increased by 11.9% compared with that of FY 2024 (155,363).

		First half of FY2025-a	First half of FY2024-b	a/b%
	Passenger Cars	119,565	108,696	110.0
	Trucks	848	828	102.4
	Buses	45	34	132.4
Total Number of Foreign Manufacturers		120,458	109,558	109.9
	Passenger Cars	48,611	36,590	132.9
	Trucks	4,777	9,215	51.8
	Buses			
Total Number of Japanese Manufacturers		53,388	45,805	116.6
	Total Passenger Cars	168,176	145,286	115.8
	Total Trucks	5,625	10,043	56.0
	Total Buses	45	34	132.4
Grand Total		173,846	155,363	111.9

Newly Registered Imported Vehicles by Brand
(Total Passenger Cars, Trucks and Buses)

	First half of FY2025-a	Share %	First half of FY2024-b	Share %	a/b%
Mercedes-Benz	25,351	14.58	26,347	16.96	96.2
Suzuki	22,996	13.23	117	0.08	19,654.7
BMW	17,834	10.26	17,490	11.26	102.0
Honda	16,398	9.43	25,447	16.38	64.4
VW	14,281	8.21	10,409	6.70	137.2
Audi	12,240	7.04	10,774	6.93	113.6
BMW MINI	9,645	5.55	6,750	4.34	142.9
Volvo	5,647	3.25	6,000	3.86	94.1
Porsche	4,535	2.61	4,834	3.11	93.8
Mazda	4,461	2.57	3,606	2.32	123.7
Nissan	4,307	2.48	6,832	4.40	63.0
Jeep	4,224	2.43	4,878	3.14	86.6
Toyota	4,023	2.31	6,979	4.49	57.6
Land Rover	3,970	2.28	3,666	2.36	108.3
Peugeot	3,434	1.98	2,394	1.54	143.4
BYD	2,372	1.36	1,095	0.70	216.6
Fiat	2,271	1.31	2,448	1.58	92.8
Renault	1,311	0.75	1,956	1.26	67.0
Citroen	1,284	0.74	1,344	0.87	95.5
Mitsubishi	1,159	0.67	2,218	1.43	52.3
Alfa Romeo	865	0.50	466	0.30	185.6
Ferrari	777	0.45	725	0.47	107.2
Hyundai	627	0.36	237	0.15	264.6
Lamborghini	524	0.30	385	0.25	136.1
Maserati	359	0.21	584	0.38	61.5
Scania	337	0.19	245	0.16	137.6
Volvo Truck	303	0.17	266	0.17	113.9
ABARTH	302	0.17	1,038	0.67	29.1
Cadillac	273	0.16	210	0.14	130.0
Aston Martin	246	0.14	308	0.20	79.9
BMW Alpina	243	0.14	175	0.11	138.9
Rolls Royce	228	0.13	185	0.12	123.2
Bentley	221	0.13	286	0.18	77.3
Chevrolet	180	0.10	295	0.19	61.0
DS	171	0.10	231	0.15	74.0
McLaren	126	0.07	154	0.10	81.8
Ford	111	0.06	115	0.07	96.5
Lotus	66	0.04	159	0.10	41.5
Dodge	60	0.03	60	0.04	100.0
Daihatsu	44	0.03	606	0.39	7.3
Jaguar	27	0.02	265	0.17	10.2
Rover	18	0.01	23	0.01	78.3
Morgan	9	0.01	10	0.01	90.0
GMC	8	0.00	14	0.01	57.1
Lancia	7	0.00	4	0.00	175.0
Autobianchi	5	0.00	8	0.01	62.5
MG	5	0.00	2	0.00	250.0
Buick	4	0.00	4	0.00	100.0
Chrysler	3	0.00	2	0.00	150.0
Pontiac	3	0.00	6	0.00	50.0
Mini	1	0.00	1	0.00	100.0
RUF	1	0.00			
Saab	1	0.00			
smart	1	0.00	1	0.00	100.0
Unimog	1	0.00	2	0.00	50.0
Bugatti			1	0.00	
Detomaso			1	0.00	
Innocenti			1	0.00	
Kia			2	0.00	
Others	5,946	3.42	2,702	1.74	220.1
Total	173,846	100.00	155,363	100.00	111.9

※ Listed following the breakdown of the cumulative total since FY2025 (a)

Newly Registered Foreign Manufacturers Vehicles

Foreign Manufacturers (Passenger Cars)

	First half of FY2025-a	Share %	First half of FY2024-b	Share %	a/b%
Mercedes-Benz	25,350	21.20	26,346	24.24	96.2
BMW	17,834	14.92	17,490	16.09	102.0
VW	14,279	11.94	10,409	9.58	137.2
Audi	12,240	10.24	10,774	9.91	113.6
BMW MINI	9,645	8.07	6,750	6.21	142.9
Volvo	5,647	4.72	6,000	5.52	94.1
Porsche	4,535	3.79	4,834	4.45	93.8
Jeep	4,204	3.52	4,794	4.41	87.7
Land Rover	3,968	3.32	3,661	3.37	108.4
Peugeot	3,434	2.87	2,394	2.20	143.4
BYD	2,357	1.97	1,071	0.99	220.1
Fiat	2,118	1.77	2,262	2.08	93.6
Renault	1,311	1.10	1,955	1.80	67.1
Citroen	1,284	1.07	1,344	1.24	95.5
Alfa Romeo	865	0.72	466	0.43	185.6
Ferrari	777	0.65	725	0.67	107.2
Hyundai	603	0.50	235	0.22	256.6
Lamborghini	524	0.44	385	0.35	136.1
Maserati	359	0.30	584	0.54	61.5
ABARTH	302	0.25	1,038	0.95	29.1
Cadillac	273	0.23	210	0.19	130.0
Aston Martin	246	0.21	308	0.28	79.9
BMW Alpina	243	0.20	175	0.16	138.9
Rolls Royce	228	0.19	185	0.17	123.2
Bentley	221	0.18	286	0.26	77.3
DS	171	0.14	231	0.21	74.0
Chevrolet	163	0.14	282	0.26	57.8
McLaren	126	0.11	154	0.14	81.8
Ford	98	0.08	98	0.09	100.0
Lotus	66	0.06	159	0.15	41.5
Dodge	60	0.05	54	0.05	111.1
Jaguar	27	0.02	265	0.24	10.2
Rover	18	0.02	23	0.02	78.3
Morgan	9	0.01	10	0.01	90.0
Lancia	7	0.01	4	0.00	175.0
Autobianchi	5	0.00	8	0.01	62.5
MG	5	0.00	2	0.00	250.0
Buick	4	0.00	4	0.00	100.0
Chrysler	3	0.00	2	0.00	150.0
GMC	3	0.00	4	0.00	75.0
Pontiac	3	0.00	6	0.01	50.0
Mini	1	0.00	1	0.00	100.0
RUF	1	0.00			
Saab	1	0.00			
smart	1	0.00	1	0.00	100.0
Bugatti			1	0.00	
Detomaso			1	0.00	
Innocenti			1	0.00	
Kia			2	0.00	
Others	5,946	4.97	2,702	2.49	220.1
Total	119,565	100.00	108,696	100.00	110.0

※ Listed following the breakdown of the cumulative total since FY2025 (a)

Foreign Manufacturers (Trucks)

	First half of FY2025-a	Share %	First half of FY2024-b	Share %	a/b%
Scania	332	39.15	237	28.62	140.1
Volvo Truck	303	35.73	266	32.13	113.9
Fiat	153	18.04	186	22.46	82.3
Jeep	20	2.36	84	10.14	23.8
Chevrolet	17	2.00	13	1.57	130.8
Ford	13	1.53	17	2.05	76.5
GMC	5	0.59	10	1.21	50.0
Land Rover	2	0.24	5	0.60	40.0
VW	2	0.24			
Unimog	1	0.12	2	0.24	50.0
Dodge			6	0.72	
Mercedes-Benz			1	0.12	
Renault			1	0.12	
Total	848	100.00	828	100.00	102.4

Foreign Manufacturers (Buses)

	First half of FY2025-a	Share %	First half of FY2024-b	Share %	a/b%
Hyundai	24	53.33	2	5.88	1,200.0
BYD	15	33.33	24	70.59	62.5
Scania	5	11.11	8	23.53	62.5
Mercedes-Benz	1	2.22			
Total	45	100.00	34	100.00	132.4

Newly Registered Japanese manufacturers overseas-made vehicles**Japanese Manufacturers overseas-made vehicles (Passenger Cars)**

	First half of FY2025-a	Share %	First half of FY2024-b	Share %	a/b%
Suzuki	22,996	47.31	117	0.32	19,654.7
Honda	16,398	33.73	25,447	69.55	64.4
Mazda	4,323	8.89	3,358	9.18	128.7
Nissan	4,307	8.86	6,832	18.67	63.0
Toyota	587	1.21	835	2.28	70.3
Mitsubishi			1	0.00	
Total	48,611	100.00	36,590	100.00	132.9

Japanese Manufacturers overseas-made vehicles (Trucks)

	First half of FY2025-a	Share %	First half of FY2024-b	Share %	a/b%
Toyota	3,436	71.93	6,144	66.67	55.9
Mitsubishi	1,159	24.26	2,217	24.06	52.3
Mazda	138	2.89	248	2.69	55.6
Daihatsu	44	0.92	606	6.58	7.3
Total	4,777	100.00	9,215	100.00	51.8

Grand Total Imported Vehicles

	First half of FY2025-a	Share %	First half of FY2024-b	Share %	a/b%
Passenger Cars	168,176	96.74	145,286	93.51	115.8
Trucks	5,625	3.24	10,043	6.46	56.0
Buses	45	0.03	34	0.02	132.4
Grand Total	173,846	100.00	155,363	100.00	111.9

※ Listed following the breakdown of the cumulative total since FY2025 (a)

Newly Registered Vehicles by Prefecture (Total)

	Passenger Cars			Total Passenger Cars/Trucks/Buses		
	First half of FY2025-a	First half of FY2024-b	a/b%	First half of FY2025-c	First half of FY2024-d	c/d%
Hokkaido	4,464	3,620	123.3	4,910	4,461	110.1
Aomori	720	509	141.5	817	633	129.1
Iwate	841	602	139.7	891	690	129.1
Miyagi	2,625	2,015	130.3	2,715	2,159	125.8
Akita	728	562	129.5	761	635	119.8
Yamagata	1,098	775	141.7	1,146	837	136.9
Fukushima	1,748	1,349	129.6	1,850	1,523	121.5
Ibaraki	4,570	3,514	130.1	4,711	3,812	123.6
Tochigi	2,552	2,257	113.1	2,645	2,552	103.6
Gunma	3,269	2,551	128.1	3,384	2,782	121.6
Saitama	8,646	7,908	109.3	8,959	8,522	105.1
Chiba	7,656	7,002	109.3	7,862	7,339	107.1
Tokyo	25,075	22,470	111.6	25,401	23,048	110.2
Kanagawa	13,679	12,069	113.3	14,030	12,695	110.5
Yamanashi	1,162	1,016	114.4	1,230	1,101	111.7
Niigata	2,237	1,963	114.0	2,354	2,110	111.6
Toyama	1,428	1,063	134.3	1,502	1,176	127.7
Ishikawa	1,541	1,177	130.9	1,635	1,316	124.2
Nagano	2,606	2,107	123.7	2,755	2,310	119.3
Fukui	1,357	925	146.7	1,433	1,020	140.5
Gifu	3,163	2,589	122.2	3,270	2,798	116.9
Shizuoka	6,101	4,898	124.6	6,263	5,227	119.8
Aichi	13,845	12,342	112.2	14,297	13,138	108.8
Mie	2,912	2,719	107.1	2,966	2,870	103.3
Shiga	1,729	1,446	119.6	1,786	1,597	111.8
Kyoto	3,525	3,273	107.7	3,638	3,466	105.0
Osaka	10,476	9,746	107.5	10,772	10,219	105.4
Nara	1,891	1,570	120.4	1,964	1,653	118.8
Wakayama	1,140	935	121.9	1,177	1,004	117.2
Hyogo	8,060	7,325	110.0	8,279	7,640	108.4
Tottori	588	445	132.1	614	509	120.6
Shimane	707	613	115.3	741	685	108.2
Okayama	2,291	1,901	120.5	2,399	2,083	115.2
Hiroshima	3,286	2,584	127.2	3,417	2,805	121.8
Yamaguchi	1,405	1,274	110.3	1,467	1,368	107.2
Tokushima	847	661	128.1	866	730	118.6
Kagawa	1,153	1,006	114.6	1,215	1,108	109.7
Ehime	1,284	1,120	114.6	1,334	1,220	109.3
Kochi	580	492	117.9	606	559	108.4
Fukuoka	6,677	5,826	114.6	6,891	6,227	110.7
Saga	843	717	117.6	881	777	113.4
Nagasaki	1,082	1,049	103.1	1,125	1,117	100.7
Kumamoto	2,063	1,479	139.5	2,153	1,637	131.5
Oita	1,366	1,138	120.0	1,408	1,219	115.5
Miyazaki	934	855	109.2	982	952	103.2
Kagoshima	1,358	1,141	119.0	1,431	1,256	113.9
Okinawa	868	688	126.2	913	778	117.4
Grand Total	168,176	145,286	115.8	173,846	155,363	111.9

Newly Registered Vehicles by Prefecture(Foreign Manufacturers)

	Passenger Cars			Total Passenger Cars/Trucks/Buses		
	First half of FY2025-a	First half of FY2024-b	a/b%	First half of FY2025-c	First half of FY2024-d	c/d%
Hokkaido	2,744	2,746	99.9	2,856	2,857	100.0
Aomori	296	299	99.0	311	303	102.6
Iwate	409	366	111.7	410	368	111.4
Miyagi	1,624	1,416	114.7	1,636	1,422	115.0
Akita	314	309	101.6	316	317	99.7
Yamagata	550	465	118.3	554	465	119.1
Fukushima	849	820	103.5	854	824	103.6
Ibaraki	3,046	2,416	126.1	3,076	2,441	126.0
Tochigi	1,480	1,343	110.2	1,491	1,358	109.8
Gunma	2,022	1,653	122.3	2,034	1,663	122.3
Saitama	5,939	5,442	109.1	5,980	5,484	109.0
Chiba	5,484	5,070	108.2	5,535	5,128	107.9
Tokyo	22,915	20,524	111.6	22,961	20,584	111.5
Kanagawa	11,193	9,996	112.0	11,249	10,057	111.9
Yamanashi	828	760	108.9	838	768	109.1
Niigata	1,191	1,149	103.7	1,203	1,159	103.8
Toyama	810	667	121.4	818	680	120.3
Ishikawa	947	805	117.6	960	809	118.7
Nagano	1,534	1,399	109.6	1,549	1,418	109.2
Fukui	758	618	122.7	766	625	122.6
Gifu	2,031	1,816	111.8	2,051	1,834	111.8
Shizuoka	3,675	3,291	111.7	3,692	3,317	111.3
Aichi	10,520	9,520	110.5	10,565	9,584	110.2
Mie	1,656	1,581	104.7	1,662	1,587	104.7
Shiga	1,032	963	107.2	1,040	981	106.0
Kyoto	2,622	2,534	103.5	2,639	2,544	103.7
Osaka	8,472	8,052	105.2	8,532	8,089	105.5
Nara	1,369	1,173	116.7	1,391	1,179	118.0
Wakayama	683	594	115.0	691	604	114.4
Hyogo	6,146	5,860	104.9	6,197	5,894	105.1
Tottori	277	261	106.1	278	265	104.9
Shimane	317	316	100.3	318	317	100.3
Okayama	1,368	1,335	102.5	1,404	1,369	102.6
Hiroshima	2,210	1,883	117.4	2,221	1,900	116.9
Yamaguchi	795	877	90.6	803	883	90.9
Tokushima	515	461	111.7	516	465	111.0
Kagawa	705	637	110.7	712	641	111.1
Ehime	762	741	102.8	773	749	103.2
Kochi	288	238	121.0	292	243	120.2
Fukuoka	4,616	4,169	110.7	4,660	4,218	110.5
Saga	386	370	104.3	392	375	104.5
Nagasaki	599	563	106.4	603	566	106.5
Kumamoto	1,141	928	123.0	1,150	934	123.1
Oita	785	708	110.9	786	711	110.5
Miyazaki	512	443	115.6	517	447	115.7
Kagoshima	737	673	109.5	751	682	110.1
Okinawa	413	446	92.6	425	450	94.4
Grand Total	119,565	108,696	110.0	120,458	109,558	109.9

Newly Registered Vehicles by Prefecture(Japanese Manufacturers overseas-made vehicles)

	Passenger Cars			Total Passenger Cars/Trucks/Buses		
	First half of FY2025-a	First half of FY2024-b	a/b%	First half of FY2025-c	First half of FY2024-d	c/d%
Hokkaido	1,720	874	196.8	2,054	1,604	128.1
Aomori	424	210	201.9	506	330	153.3
Iwate	432	236	183.1	481	322	149.4
Miyagi	1,001	599	167.1	1,079	737	146.4
Akita	414	253	163.6	445	318	139.9
Yamagata	548	310	176.8	592	372	159.1
Fukushima	899	529	169.9	996	699	142.5
Ibaraki	1,524	1,098	138.8	1,635	1,371	119.3
Tochigi	1,072	914	117.3	1,154	1,194	96.6
Gunma	1,247	898	138.9	1,350	1,119	120.6
Saitama	2,707	2,466	109.8	2,979	3,038	98.1
Chiba	2,172	1,932	112.4	2,327	2,211	105.2
Tokyo	2,160	1,946	111.0	2,440	2,464	99.0
Kanagawa	2,486	2,073	119.9	2,781	2,638	105.4
Yamanashi	334	256	130.5	392	333	117.7
Niigata	1,046	814	128.5	1,151	951	121.0
Toyama	618	396	156.1	684	496	137.9
Ishikawa	594	372	159.7	675	507	133.1
Nagano	1,072	708	151.4	1,206	892	135.2
Fukui	599	307	195.1	667	395	168.9
Gifu	1,132	773	146.4	1,219	964	126.5
Shizuoka	2,426	1,607	151.0	2,571	1,910	134.6
Aichi	3,325	2,822	117.8	3,732	3,554	105.0
Mie	1,256	1,138	110.4	1,304	1,283	101.6
Shiga	697	483	144.3	746	616	121.1
Kyoto	903	739	122.2	999	922	108.4
Osaka	2,004	1,694	118.3	2,240	2,130	105.2
Nara	522	397	131.5	573	474	120.9
Wakayama	457	341	134.0	486	400	121.5
Hyogo	1,914	1,465	130.6	2,082	1,746	119.2
Tottori	311	184	169.0	336	244	137.7
Shimane	390	297	131.3	423	368	114.9
Okayama	923	566	163.1	995	714	139.4
Hiroshima	1,076	701	153.5	1,196	905	132.2
Yamaguchi	610	397	153.7	664	485	136.9
Tokushima	332	200	166.0	350	265	132.1
Kagawa	448	369	121.4	503	467	107.7
Ehime	522	379	137.7	561	471	119.1
Kochi	292	254	115.0	314	316	99.4
Fukuoka	2,061	1,657	124.4	2,231	2,009	111.1
Saga	457	347	131.7	489	402	121.6
Nagasaki	483	486	99.4	522	551	94.7
Kumamoto	922	551	167.3	1,003	703	142.7
Oita	581	430	135.1	622	508	122.4
Miyazaki	422	412	102.4	465	505	92.1
Kagoshima	621	468	132.7	680	574	118.5
Okinawa	455	242	188.0	488	328	148.8
Grand Total	48,611	36,590	132.9	53,388	45,805	116.6