

Newly Registered Number of Imported Vehicles as of January 2026 (Quick Report)

The number of vehicles produced by foreign manufacturers newly registered in January 2026 was 13,019 units, decreased by 12.2% compared with the same month of last year (14,820units).

The total number of vehicles produced by foreign manufacturers and Japanese manufacturers newly registered in January, was 25,045 units, increased by 10.5% compared with the same month of last year (22,669 units).

		January			Cumulative Total since January		
		2026-a	2025-b	a/b%	2026-c	2025-d	c/d%
	Passenger Cars	12,889	14,694	87.7			
	Trucks	97	115	84.3			
	Buses	33	11	300.0			
Total Number of Foreign Vehicles		13,019	14,820	87.8			
	Passenger Cars	10,535	7,311	144.1			
	Trucks	1,491	538	277.1			
	Buses						
Total Number of Japanese Vehicles		12,026	7,849	153.2			
	Total Passenger Cars	23,424	22,005	106.4			
	Total Trucks	1,588	653	243.2			
	Total Buses	33	11	300.0			
Grand Total		25,045	22,669	110.5			

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

Jan. '26

	January				Cumulative Total since January			
	2026-a	Share%	2025-b	a/b%	2026-c	Share%	2025-d	c/d%
Suzuki	6,486	25.90	1,389	467.0				
Mercedes-Benz	3,031	12.10	3,466	87.4				
Honda	2,547	10.17	4,018	63.4				
VW	1,528	6.10	2,609	58.6				
BMW	1,383	5.52	1,657	83.5				
Toyota	1,346	5.37	263	511.8				
Audi	1,068	4.26	1,309	81.6				
Porsche	976	3.90	789	123.7				
BMW MINI	849	3.39	912	93.1				
Mazda	791	3.16	728	108.7				
Nissan	686	2.74	1,137	60.3				
Volvo	653	2.61	625	104.5				
Land Rover	407	1.63	781	52.1				
Peugeot	344	1.37	334	103.0				
Jeep	313	1.25	598	52.3				
Renault	193	0.77	228	84.6				
BYD	180	0.72	53	339.6				
Fiat	140	0.56	250	56.0				
Mitsubishi	136	0.54	305	44.6				
Citroen	132	0.53	177	74.6				
Alfa Romeo	128	0.51	67	191.0				
Ferrari	110	0.44	67	164.2				
Hyundai	80	0.32	41	195.1				
BMW Alpina	56	0.22	9	622.2				
Rolls Royce	51	0.20	33	154.5				
Chevrolet	39	0.16	19	205.3				
Lamborghini	38	0.15	48	79.2				
Maserati	35	0.14	35	100.0				
Daihatsu	34	0.14	9	377.8				
Aston Martin	31	0.12	26	119.2				
Scania	30	0.12	34	88.2				
Volvo Truck	23	0.09	37	62.2				
ABARTH	20	0.08	103	19.4				
McLaren	19	0.08	28	67.9				
Bentley	18	0.07	11	163.6				
Cadillac	14	0.06	31	45.2				
Ford	14	0.06	10	140.0				
DS	12	0.05	39	30.8				
Lotus	8	0.03	33	24.2				
Dodge	4	0.02	3	133.3				
Lancia	3	0.01	2	150.0				
Rover	2	0.01						
Autobianchi	1	0.00	3	33.3				
Buick			1					
Chrysler			1					
GMC			1					
Jaguar			23					
MG			1					
Morgan			1					
Pontiac			1					
Saab			1					
Unimog			1					
Others	1,086	4.34	322	337.3				
Total	25,045	100.00	22,669	110.5				

※ Listed following the breakdown of the cumulative total since January; 2026 (c)

Newly Registered Foreign Manufacturers Vehicles

Foreign Manufacturers (Passenger Cars)

Jan. '26

	January 2026			Same month of last year		Cumulative Total since January		
	Standard	Small	Total-a	Total-b	a/b%	2026-c	2025-d	c/d%
Mercedes-Benz	3,031		3,031	3,466	87.4			
VW	1,527	1	1,528	2,608	58.6			
BMW	1,383		1,383	1,657	83.5			
Audi	1,068		1,068	1,309	81.6			
Porsche	974	2	976	789	123.7			
BMW MINI	849		849	912	93.1			
Volvo	653		653	625	104.5			
Land Rover	406		406	781	52.0			
Peugeot	344		344	334	103.0			
Jeep	311		311	588	52.9			
Renault	193		193	228	84.6			
BYD	156		156	42	371.4			
Citroen	132		132	177	74.6			
Alfa Romeo	128		128	67	191.0			
Ferrari	110		110	67	164.2			
Fiat	97	11	108	222	48.6			
Hyundai	36	35	71	41	173.2			
BMW Alpina	56		56	9	622.2			
Rolls Royce	51		51	33	154.5			
Lamborghini	38		38	48	79.2			
Maserati	35		35	35	100.0			
Aston Martin	31		31	26	119.2			
Chevrolet	31		31	18	172.2			
ABARTH		20	20	103	19.4			
McLaren	19		19	28	67.9			
Bentley	18		18	11	163.6			
Cadillac	14		14	31	45.2			
Ford	13		13	8	162.5			
DS	12		12	39	30.8			
Lotus	8		8	33	24.2			
Dodge	4		4	3	133.3			
Lancia	2	1	3	2	150.0			
Rover		2	2					
Autobianchi		1	1	3	33.3			
Buick				1				
Chrysler				1				
Jaguar				23				
MG				1				
Morgan				1				
Pontiac				1				
Saab				1				
Others	1,080	6	1,086	322	337.3			
Total	12,810	79	12,889	14,694	87.7			

※ Listed following the breakdown of the cumulative total since January; 2026 (c)

Foreign Manufacturers (Trucks)

Jan. '26

	January 2026			Same month of last year		Cumulative Total since January		
	Standard	Small	Total-a	Total-b	a/b%	2026-c	2025-d	c/d%
Fiat	32		32	28	114.3			
Scania	30		30	34	88.2			
Volvo Truck	23		23	37	62.2			
Chevrolet	8		8	1	800.0			
Jeep	2		2	10	20.0			
Ford	1		1	2	50.0			
Land Rover	1		1					
GMC				1				
Unimog				1				
VW				1				
Total	97		97	115	84.3			

Foreign Manufacturers (Buses)

	January			Cumulative Total since January		
	2026-a	2025-b	a/b%	2026-c	2025-d	c/d%
BYD	24	11	218.2			
Hyundai	9					
Total	33	11	300.0			

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

	January 2026			Same month of last year		Cumulative Total since January		
	Standard	Small	Total-a	Total-b	a/b%	2026-c	2025-d	c/d%
Suzuki	1,232	5,254	6,486	1,389	467.0			
Honda	2,547		2,547	4,018	63.4			
Mazda	622	107	729	710	102.7			
Nissan	685	1	686	1,137	60.3			
Toyota	87		87	57	152.6			
Total	5,173	5,362	10,535	7,311	144.1			

Japanese Manufacturers overseas-made vehicles (Trucks)

	January 2026			Same month of last year		Cumulative Total since January		
	Standard	Small	Total-a	Total-b	a/b%	2026-c	2025-d	c/d%
Toyota	3	1,256	1,259	206	611.2			
Mitsubishi	136		136	305	44.6			
Mazda		62	62	18	344.4			
Daihatsu		34	34	9	377.8			
Total	139	1,352	1,491	538	277.1			

Grand Total Imported Vehicles

	January 2026			Same month of last year		Cumulative Total since January		
	Standard	Small	Total-a	Total-b	a/b%	2026-c	2025-d	c/d%
Passenger Cars	17,983	5,441	23,424	22,005	106.4			
Trucks	236	1,352	1,588	653	243.2			
Buses			33	11	300.0			
Grand Total	18,219	6,793	25,045	22,669	110.5			

※ Listed following the breakdown of the cumulative total since January; 2026 (c)

Newly Registered Vehicles by Prefecture (Total)

Jan. '26

	Passenger Cars						Total Passenger Cars/Trucks/Buses					
	January			Cumulative Total since January			January			Cumulative Total since January		
	2026-a	2025-b	a/b%	2026-c	2025-d	c/d%	2026-e	2025-f	e/f%	2026-g	2025-h	g/h%
Hokkaido	610	481	126.8				716	547	130.9			
Aomori	114	67	170.1				149	73	204.1			
Iwate	122	93	131.2				141	97	145.4			
Miyagi	326	335	97.3				358	346	103.5			
Akita	77	83	92.8				83	85	97.6			
Yamagata	165	118	139.8				179	124	144.4			
Fukushima	233	243	95.9				259	252	102.8			
Ibaraki	591	536	110.3				632	558	113.3			
Tochigi	374	362	103.3				400	375	106.7			
Gunma	435	447	97.3				466	467	99.8			
Saitama	1,179	1,172	100.6				1,274	1,210	105.3			
Chiba	1,026	982	104.5				1,087	1,011	107.5			
Tokyo	3,027	3,108	97.4				3,126	3,163	98.8			
Kanagawa	1,779	1,813	98.1				1,899	1,855	102.4			
Yamanashi	177	165	107.3				202	176	114.8			
Niigata	234	237	98.7				269	243	110.7			
Toyama	224	168	133.3				240	177	135.6			
Ishikawa	230	216	106.5				255	222	114.9			
Nagano	422	393	107.4				460	404	113.9			
Fukui	190	121	157.0				208	121	171.9			
Gifu	514	401	128.2				544	413	131.7			
Shizuoka	922	827	111.5				973	852	114.2			
Aichi	1,897	1,850	102.5				2,025	1,895	106.9			
Mie	425	342	124.3				445	350	127.1			
Shiga	302	219	137.9				323	228	141.7			
Kyoto	547	443	123.5				580	447	129.8			
Osaka	1,377	1,469	93.7				1,456	1,512	96.3			
Nara	279	204	136.8				289	217	133.2			
Wakayama	176	124	141.9				186	126	147.6			
Hyogo	1,059	971	109.1				1,097	1,000	109.7			
Tottori	99	68	145.6				105	71	147.9			
Shimane	108	83	130.1				112	85	131.8			
Okayama	396	298	132.9				424	309	137.2			
Hiroshima	471	454	103.7				509	465	109.5			
Yamaguchi	200	221	90.5				226	225	100.4			
Tokushima	138	140	98.6				150	144	104.2			
Kagawa	177	183	96.7				195	190	102.6			
Ehime	199	169	117.8				217	175	124.0			
Kochi	90	89	101.1				99	91	108.8			
Fukuoka	1,040	995	104.5				1,104	1,016	108.7			
Saga	163	126	129.4				172	130	132.3			
Nagasaki	198	196	101.0				212	199	106.5			
Kumamoto	332	308	107.8				358	321	111.5			
Oita	239	207	115.5				253	213	118.8			
Miyazaki	192	163	117.8				206	170	121.2			
Kagoshima	200	223	89.7				216	227	95.2			
Okinawa	149	92	162.0				166	92	180.4			
Grand Total	23,424	22,005	106.4				25,045	22,669	110.5			

Newly Registered Vehicles by Prefecture(Foreign Manufacturers)

Jan. '26

	Passenger Cars						Total Passenger Cars/Trucks/Buses					
	January			Cumulative Total since January			January			Cumulative Total since January		
	2026-a	2025-b	a/b%	2026-c	2025-d	c/d%	2026-e	2025-f	e/f%	2026-g	2025-h	g/h%
Hokkaido	230	306	75.2				241	324	74.4			
Aomori	23	41	56.1				23	41	56.1			
Iwate	36	52	69.2				38	52	73.1			
Miyagi	156	197	79.2				157	198	79.3			
Akita	22	40	55.0				22	40	55.0			
Yamagata	48	49	98.0				48	49	98.0			
Fukushima	70	118	59.3				71	118	60.2			
Ibaraki	331	316	104.7				335	322	104.0			
Tochigi	196	187	104.8				198	193	102.6			
Gunma	221	235	94.0				223	235	94.9			
Saitama	658	729	90.3				670	736	91.0			
Chiba	650	638	101.9				660	642	102.8			
Tokyo	2,613	2,757	94.8				2,624	2,769	94.8			
Kanagawa	1,318	1,438	91.7				1,327	1,450	91.5			
Yamanashi	96	119	80.7				103	121	85.1			
Niigata	94	118	79.7				94	118	79.7			
Toyama	79	86	91.9				79	86	91.9			
Ishikawa	90	99	90.9				92	99	92.9			
Nagano	175	215	81.4				176	218	80.7			
Fukui	63	79	79.7				63	79	79.7			
Gifu	195	242	80.6				196	242	81.0			
Shizuoka	437	471	92.8				438	474	92.4			
Aichi	1,058	1,281	82.6				1,063	1,289	82.5			
Mie	153	192	79.7				154	193	79.8			
Shiga	121	139	87.1				122	142	85.9			
Kyoto	280	351	79.8				282	352	80.1			
Osaka	862	1,152	74.8				867	1,164	74.5			
Nara	119	136	87.5				122	141	86.5			
Wakayama	73	71	102.8				75	71	105.6			
Hyogo	623	704	88.5				632	711	88.9			
Tottori	26	27	96.3				27	27	100.0			
Shimane	36	30	120.0				36	30	120.0			
Okayama	171	178	96.1				174	182	95.6			
Hiroshima	208	303	68.6				209	304	68.8			
Yamaguchi	77	113	68.1				78	113	69.0			
Tokushima	55	81	67.9				55	81	67.9			
Kagawa	74	89	83.1				74	89	83.1			
Ehime	80	101	79.2				83	103	80.6			
Kochi	33	31	106.5				33	31	106.5			
Fukuoka	478	633	75.5				484	637	76.0			
Saga	60	44	136.4				62	45	137.8			
Nagasaki	77	84	91.7				77	84	91.7			
Kumamoto	131	127	103.1				133	129	103.1			
Oita	80	92	87.0				80	92	87.0			
Miyazaki	74	68	108.8				75	69	108.7			
Kagoshima	80	100	80.0				81	100	81.0			
Okinawa	59	35	168.6				63	35	180.0			
Grand Total	12,889	14,694	87.7				13,019	14,820	87.8			

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

Jan. '26

	Passenger Cars						Total Passenger Cars/Trucks/Buses					
	January			Cumulative Total since January			January			Cumulative Total since January		
	2026-a	2025-b	a/b%	2026-c	2025-d	c/d%	2026-e	2025-f	e/f%	2026-g	2025-h	g/h%
Hokkaido	380	175	217.1				475	223	213.0			
Aomori	91	26	350.0				126	32	393.8			
Iwate	86	41	209.8				103	45	228.9			
Miyagi	170	138	123.2				201	148	135.8			
Akita	55	43	127.9				61	45	135.6			
Yamagata	117	69	169.6				131	75	174.7			
Fukushima	163	125	130.4				188	134	140.3			
Ibaraki	260	220	118.2				297	236	125.8			
Tochigi	178	175	101.7				202	182	111.0			
Gunma	214	212	100.9				243	232	104.7			
Saitama	521	443	117.6				604	474	127.4			
Chiba	376	344	109.3				427	369	115.7			
Tokyo	414	351	117.9				502	394	127.4			
Kanagawa	461	375	122.9				572	405	141.2			
Yamanashi	81	46	176.1				99	55	180.0			
Niigata	140	119	117.6				175	125	140.0			
Toyama	145	82	176.8				161	91	176.9			
Ishikawa	140	117	119.7				163	123	132.5			
Nagano	247	178	138.8				284	186	152.7			
Fukui	127	42	302.4				145	42	345.2			
Gifu	319	159	200.6				348	171	203.5			
Shizuoka	485	356	136.2				535	378	141.5			
Aichi	839	569	147.5				962	606	158.7			
Mie	272	150	181.3				291	157	185.4			
Shiga	181	80	226.3				201	86	233.7			
Kyoto	267	92	290.2				298	95	313.7			
Osaka	515	317	162.5				589	348	169.3			
Nara	160	68	235.3				167	76	219.7			
Wakayama	103	53	194.3				111	55	201.8			
Hyogo	436	267	163.3				465	289	160.9			
Tottori	73	41	178.0				78	44	177.3			
Shimane	72	53	135.8				76	55	138.2			
Okayama	225	120	187.5				250	127	196.9			
Hiroshima	263	151	174.2				300	161	186.3			
Yamaguchi	123	108	113.9				148	112	132.1			
Tokushima	83	59	140.7				95	63	150.8			
Kagawa	103	94	109.6				121	101	119.8			
Ehime	119	68	175.0				134	72	186.1			
Kochi	57	58	98.3				66	60	110.0			
Fukuoka	562	362	155.2				620	379	163.6			
Saga	103	82	125.6				110	85	129.4			
Nagasaki	121	112	108.0				135	115	117.4			
Kumamoto	201	181	111.0				225	192	117.2			
Oita	159	115	138.3				173	121	143.0			
Miyazaki	118	95	124.2				131	101	129.7			
Kagoshima	120	123	97.6				135	127	106.3			
Okinawa	90	57	157.9				103	57	180.7			
Grand Total	10,535	7,311	144.1				12,026	7,849	153.2			