

April 6, 2011  
Japan Automobile Importers Association

## Newly Registered Imported Vehicles in FY 2010

### 【Registered vehicles】

The number of newly registered imported vehicles of foreign manufacturers for FY 2010 (April 2010 to March 2011) was 182,829, showing an increase by 9.7% from the same period of last year (166,604).

The total number of newly registered imported vehicles for FY 2010, including vehicles produced overseas by Japanese manufacturers, was 240,178, showing an increase by 30.8% from the same period of last year (183,677).

	FY 2010-a (Apr. 2010 - Mar. 2011)	FY 2009-b (Apr. 2009 - Mar. 2010)	a/b%
Passenger Cars	180,936	164,835	109.8
Trucks	1,802	1,715	105.1
Buses	91	54	168.5
Total registration of foreign manufacturers vehicles	182,829	166,604	109.7
Passenger Cars	46,677	8,326	560.6
Trucks	10,672	8,747	122.0
Buses			
Total registration of Japanese manufacturers overseas-made vehicles	57,349	17,073	335.9
Total Passenger Cars	227,613	173,161	131.4
Total Trucks	12,474	10,462	119.2
Total Buses	91	54	168.5
Grand Total	240,178	183,677	130.8

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

	FY 2010-a (Apr. 2010 - Mar. 2011)		FY 2009-b (Apr. 2009 - Mar. 2010)		a/b%
	Unit-a	Share%	Unit-b	Share%	
VW	45,591	18.98	40,664	22.14	112.1
Nissan	41,530	17.29	258	0.14	16,096.9
BMW	32,604	13.57	29,657	16.15	109.9
Mercedes-Benz	30,077	12.52	29,411	16.01	102.3
Audi	17,907	7.46	16,978	9.24	105.5
BMW MINI	11,513	4.79	10,920	5.95	105.4
Toyota	10,984	4.57	9,313	5.07	117.9
Volvo	8,347	3.48	6,760	3.68	123.5
Peugeot	6,154	2.56	4,629	2.52	132.9
Fiat	5,418	2.26	4,759	2.59	113.8
Suzuki	3,677	1.53	5,318	2.90	69.1
Porsche	3,167	1.32	3,316	1.81	95.5
Ford	3,082	1.28	3,078	1.68	100.1
Citroen	2,872	1.20	1,298	0.71	221.3
Renault	2,504	1.04	2,162	1.18	115.8
Jeep	2,078	0.87	1,169	0.64	177.8
Alfa Romeo	1,992	0.83	2,231	1.21	89.3
smart	1,234	0.51	653	0.36	189.0
Cadillac	1,207	0.50	1,022	0.56	118.1
Jaguar	1,199	0.50	1,124	0.61	106.7
Honda	1,003	0.42	2,006	1.09	50.0
Chevrolet	879	0.37	824	0.45	106.7
Dodge	856	0.36	1,093	0.60	78.3
Land Rover	856	0.36	591	0.32	144.8
Chrysler	673	0.28	942	0.51	71.4
Ferrari	513	0.21	521	0.28	98.5
Lotus	319	0.13	243	0.13	131.3
Hummer	318	0.13	556	0.30	57.2
Maserati	260	0.11	286	0.16	90.9
BMW Alpina	178	0.07	150	0.08	118.7
Hyundai	176	0.07	655	0.36	26.9
Mitsubishi	154	0.06	177	0.10	87.0
Aston Martin	130	0.05	106	0.06	122.6
GMC	115	0.05	120	0.07	95.8
Bentley	105	0.04	170	0.09	61.8
Rolls Royce	95	0.04	12	0.01	791.7
Lancia	75	0.03	61	0.03	123.0
Lamborghini	72	0.03	85	0.05	84.7
Rover	64	0.03	55	0.03	116.4
Saab	53	0.02	164	0.09	32.3
Morgan	18	0.01	9	0.00	200.0
Pontiac	12	0.00	12	0.01	100.0
Buick	10	0.00	5	0.00	200.0
Maybach	9	0.00	9	0.00	100.0
Unimog	9	0.00	3	0.00	300.0
MG	6	0.00	9	0.00	66.7
Mini	5	0.00	8	0.00	62.5
GMDAT	4	0.00	7	0.00	57.1
Opel	4	0.00	1	0.00	400.0
Autobianchi	3	0.00	3	0.00	100.0
Kia	3	0.00	1	0.00	300.0
Bugatti	2	0.00	4	0.00	50.0
Detomaso	2	0.00	1	0.00	200.0
Saturn	2	0.00	1	0.00	200.0
Subaru	1	0.00	1	0.00	100.0
DAEWOO			4	0.00	
Innocenti			1	0.00	
RUF			4	0.00	
Others	57	0.02	57	0.03	100.0
Total	240,178	100.00	183,677	100.00	130.8

※ Listed in decending order of FY 2010-a

## Newly Registered Foreign Manufacturers Vehicles

### Foreign Manufacturers (Passenger Cars)

	FY 2010-a (Apr. 2010 - Mar. 2011)		FY 2009-b (Apr. 2009 - Mar. 2010)		a/b%
	Unit-a	Share%	Unit-b	Share%	
VW	45,588	25.20	40,661	24.67	112.1
BMW	32,604	18.02	29,656	17.99	109.9
Mercedes-Benz	30,069	16.62	29,400	17.84	102.3
Audi	17,907	9.90	16,978	10.30	105.5
BMW MINI	11,513	6.36	10,920	6.62	105.4
Volvo	8,198	4.53	6,632	4.02	123.6
Peugeot	6,154	3.40	4,629	2.81	132.9
Fiat	5,418	2.99	4,759	2.89	113.8
Porsche	3,167	1.75	3,316	2.01	95.5
Citroen	2,872	1.59	1,295	0.79	221.8
Ford	2,531	1.40	2,551	1.55	99.2
Renault	2,503	1.38	2,161	1.31	115.8
Jeep	2,078	1.15	1,169	0.71	177.8
Alfa Romeo	1,992	1.10	2,231	1.35	89.3
smart	1,234	0.68	653	0.40	189.0
Jaguar	1,199	0.66	1,124	0.68	106.7
Land Rover	809	0.45	543	0.33	149.0
Cadillac	771	0.43	616	0.37	125.2
Dodge	701	0.39	934	0.57	75.1
Chrysler	671	0.37	933	0.57	71.9
Chevrolet	656	0.36	636	0.39	103.1
Ferrari	513	0.28	521	0.32	98.5
Lotus	319	0.18	243	0.15	131.3
Maserati	260	0.14	286	0.17	90.9
BMW Alpina	178	0.10	150	0.09	118.7
Hummer	174	0.10	402	0.24	43.3
Aston Martin	130	0.07	106	0.06	122.6
Bentley	105	0.06	170	0.10	61.8
Rolls Royce	95	0.05	12	0.01	791.7
Hyundai	94	0.05	614	0.37	15.3
Lancia	75	0.04	61	0.04	123.0
Lamborghini	72	0.04	85	0.05	84.7
Rover	63	0.03	54	0.03	116.7
Saab	53	0.03	164	0.10	32.3
GMC	36	0.02	40	0.02	90.0
Morgan	18	0.01	9	0.01	200.0
Pontiac	12	0.01	12	0.01	100.0
Buick	10	0.01	5	0.00	200.0
Maybach	9	0.00	9	0.01	100.0
MG	6	0.00	9	0.01	66.7
Mini	5	0.00	8	0.00	62.5
GMDAT	4	0.00	7	0.00	57.1
Opel	4	0.00	1	0.00	400.0
Autobianchi	3	0.00	3	0.00	100.0
Kia	3	0.00	1	0.00	300.0
Bugatti	2	0.00	4	0.00	50.0
Detomaso	2	0.00	1	0.00	200.0
Saturn	2	0.00	1	0.00	200.0
DAEWOO			2	0.00	
Innocenti			1	0.00	
RUF			4	0.00	
Others	54	0.03	53	0.03	101.9
Total	180,936	100.00	164,835	100.00	109.8

※ Listed in decending order of FY 2010-a

**Foreign Manufacturers (Trucks)**

	FY 2010-a (Apr. 2010 - Mar. 2011)		FY 2009-b (Apr. 2009 - Mar. 2010)		a/b%
	Unit-a	Share%	Unit-b	Share%	
	Ford	551	30.58	527	
Cadillac	436	24.20	406	23.67	107.4
Chevrolet	223	12.38	188	10.96	118.6
Dodge	155	8.60	159	9.27	97.5
Volvo	149	8.27	128	7.46	116.4
Hummer	144	7.99	154	8.98	93.5
GMC	79	4.38	80	4.66	98.8
Land Rover	47	2.61	48	2.80	97.9
Unimog	9	0.50	3	0.17	300.0
VW	3	0.17	3	0.17	100.0
Chrysler	2	0.11	9	0.52	22.2
Mercedes-Benz	1	0.06	1	0.06	100.0
Renault	1	0.06	1	0.06	100.0
Rover	1	0.06	1	0.06	100.0
BMW			1	0.06	
Citroen			3	0.17	
Others	1	0.06	3	0.17	33.3
Total	1,802	100.00	1,715	100.00	105.1

**Foreign Manufacturers (Buses)**

	FY 2010-a (Apr. 2010 - Mar. 2011)		FY 2009-b (Apr. 2009 - Mar. 2010)		a/b%
	Unit-a	Share%	Unit-b	Share%	
	Hyundai	82	90.11	41	
Mercedes-Benz	7	7.69	10	18.52	70.0
DAEWOO			2	3.70	
Others	2	2.20	1	1.85	200.0
Total	91	100.00	54	100.00	168.5

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

	FY 2010-a (Apr. 2010 - Mar. 2011)		FY 2009-b (Apr. 2009 - Mar. 2010)		a/b%
	Unit-a	Share%	Unit-b	Share%	
	Nissan	41,529	88.97	256	
Suzuki	3,677	7.88	5,318	63.87	69.1
Honda	996	2.13	2,002	24.05	49.8
Toyota	469	1.00	748	8.98	62.7
Mitsubishi	5	0.01	1	0.01	500.0
Subaru	1	0.00	1	0.01	100.0
Total	46,677	100.00	8,326	100.00	560.6

**Japanese Manufacturers overseas-made vehicles (Trucks)**

	FY 2010-a (Apr. 2010 - Mar. 2011)		FY 2009-b (Apr. 2009 - Mar. 2010)		a/b%
	Unit-a	Share%	Unit-b	Share%	
	Toyota	10,515	98.53	8,565	
Mitsubishi	149	1.40	176	2.01	84.7
Honda	7	0.07	4	0.05	175.0
Nissan	1	0.01	2	0.02	50.0
Total	10,672	100.00	8,747	100.00	122.0

**Grand Total Imported Vehicles**

	FY 2010-a (Apr. 2010 - Mar. 2011)		FY 2009-b (Apr. 2009 - Mar. 2010)		a/b%
	Unit-a	Share%	Unit-b	Share%	
	Passenger Cars	227,613	94.77	173,161	
Trucks	12,474	5.19	10,462	5.70	119.2
Buses	91	0.04	54	0.03	168.5
Grand Total	240,178	100.00	183,677	100.00	130.8

※ Listed in decending order of FY 2010-a

## Newly Registered Vehicles by Prefecture

	Passenger Cars			Total Passenger Cars/Trucks/Buses		
	FY 2010-a (Apr. 2010 - Mar. 2011)	FY2009-b (Apr. 2009 - Mar. 2010)	a/b%	FY 2010-c (Apr. 2010 - Mar. 2011)	FY 2009-d (Apr. 2009 - Mar. 2010)	c/d%
Hokkaido	6,329	3,957	159.9	6,867	4,076	168.5
Aomori	915	586	156.1	1,043	606	172.1
Iwate	1,076	581	185.2	1,184	601	197.0
Miyagi	3,016	1,999	150.9	3,201	2,126	150.6
Akita	1,075	589	182.5	1,151	597	192.8
Yamagata	1,559	946	164.8	1,705	986	172.9
Fukushima	2,372	1,598	148.4	2,546	1,679	151.6
Ibaraki	4,727	3,571	132.4	4,987	3,813	130.8
Tochigi	3,656	2,570	142.3	3,828	2,746	139.4
Gunma	4,322	2,640	163.7	4,542	2,816	161.3
Saitama	11,607	8,937	129.9	12,263	9,518	128.8
Chiba	10,486	8,807	119.1	10,987	9,308	118.0
Tokyo	36,333	31,365	115.8	37,496	32,580	115.1
Kanagawa	21,599	17,524	123.3	22,417	18,239	122.9
Yamanashi	1,594	1,174	135.8	1,696	1,254	135.2
Niigata	3,163	2,043	154.8	3,368	2,103	160.2
Toyama	1,727	1,051	164.3	1,861	1,105	168.4
Ishikawa	1,841	1,294	142.3	1,999	1,351	148.0
Nagano	3,775	2,295	164.5	4,016	2,394	167.8
Fukui	1,540	1,076	143.1	1,634	1,102	148.3
Gifu	4,044	2,914	138.8	4,404	3,199	137.7
Shizuoka	8,398	5,670	148.1	8,936	6,253	142.9
Aichi	18,566	15,533	119.5	20,258	17,093	118.5
Mie	3,790	2,557	148.2	3,973	2,719	146.1
Shiga	2,173	1,601	135.7	2,316	1,717	134.9
Kyoto	4,378	3,423	127.9	4,566	3,643	125.3
Osaka	14,633	11,897	123.0	15,376	12,665	121.4
Nara	2,460	1,908	128.9	2,575	2,035	126.5
Wakayama	1,486	1,061	140.1	1,558	1,123	138.7
Hyogo	11,284	8,916	126.6	11,644	9,321	124.9
Tottori	614	395	155.4	659	417	158.0
Shimane	779	322	241.9	831	368	225.8
Okayama	3,182	2,168	146.8	3,295	2,292	143.8
Hiroshima	4,251	3,148	135.0	4,479	3,328	134.6
Yamaguchi	2,182	1,428	152.8	2,295	1,523	150.7
Tokushima	1,163	822	141.5	1,289	932	138.3
Kagawa	1,501	1,202	124.9	1,616	1,300	124.3
Ehime	1,803	1,270	142.0	1,901	1,371	138.7
Kochi	879	498	176.5	939	550	170.7
Fukuoka	8,155	5,754	141.7	8,620	6,207	138.9
Saga	833	462	180.3	893	507	176.1
Nagasaki	1,311	802	163.5	1,361	846	160.9
Kumamoto	2,009	1,297	154.9	2,184	1,450	150.6
Oita	1,520	934	162.7	1,590	992	160.3
Miyazaki	1,149	676	170.0	1,236	730	169.3
Kagoshima	1,725	1,040	165.9	1,882	1,155	162.9
Okinawa	633	860	73.6	711	941	75.6
Grand Total	227,613	173,161	131.4	240,178	183,677	130.8

**Newly Registered Imported Vehicles by Brand (Total Passenger Cars, Trucks and Buses) : Top 10**

	Brand	FY2010-a	FY2009-b	a/b%	Share%
1	VW	45,591	40,664	112.1	19.0
2	Nissan	41,530	258	16,096.9	17.3
3	BMW	32,604	29,657	109.9	13.6
4	Mercedes-Benz	30,077	29,411	102.3	12.5
5	Audi	17,907	16,978	105.5	7.5
6	BMW MINI	11,513	10,920	105.4	4.8
7	Toyota	10,984	9,313	117.9	4.6
8	Volvo	8,347	6,760	123.5	3.5
9	Peugeot	6,154	4,629	132.9	2.6
10	Fiat	5,418	4,759	113.8	2.3