

Newly Registered Number of Imported Vehicles as of March 2011

(Quick Report)

The number of vehicles produced by foreign manufacturers newly registered in March 2011 was 21,415 units, decreased by 8.8% compared with the same month of last year (23,494 units). The cumulative total since January 2011 was 45,758 units, increased by 1.7% compared with the same period of last year (45,011 units).

The total number of vehicles produced by foreign manufacturers and Japanese manufacturers newly registered in March, was 29,504 units, increased by 15.7% compared with the same month of last year (25,492 units). The cumulative total since January 2011 was 64,729 units, increased by 30.4% compared with the same period of last year (49,634 units).

	March			Cumulative Total since January		
	2011-a	2010-b	a/b%	2011-c	2010-d	a/b%
Passenger Cars	21,220	23,292	91.1	45,285	44,604	101.5
Trucks	188	182	103.3	457	373	122.5
Buses	7	20	35.0	16	34	47.1
Total Number of Foreign Vehicles	21,415	23,494	91.2	45,758	45,011	101.7
Passenger Cars	6,841	860	795.5	15,705	2,056	763.9
Trucks	1,248	1,138	109.7	3,266	2,567	127.2
Buses						
Total Number of Japanese Vehicles	8,089	1,998	404.9	18,971	4,623	410.4
Total Passenger Cars	28,061	24,152	116.2	60,990	46,660	130.7
Total Trucks	1,436	1,320	108.8	3,723	2,940	126.6
Total Buses	7	20	35.0	16	34	47.1
Grand Total	29,504	25,492	115.7	64,729	49,634	130.4

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

Mar. '11

	March				Cumulative Total since January			
	2011-a	Share%	2010-b	a/b%	2011-c	Share%	2010-d	c/d%
Nissan	6,439	21.82	20	32195.0	14,607	22.57	44	33197.7
VW	5,222	17.70	6,252	83.5	11,677	18.04	12,793	91.3
Mercedes-Benz	3,731	12.65	4,685	79.6	7,556	11.67	8,415	89.8
BMW	3,450	11.69	3,763	91.7	6,859	10.60	6,681	102.7
Audi	2,296	7.78	2,253	101.9	5,234	8.09	4,181	125.2
Toyota	1,307	4.43	1,149	113.8	3,385	5.23	2,635	128.5
BMW MINI	1,336	4.53	1,395	95.8	2,669	4.12	2,494	107.0
Volvo	1,082	3.67	978	110.6	2,279	3.52	1,826	124.8
Peugeot	702	2.38	636	110.4	1,449	2.24	1,316	110.1
Fiat	554	1.88	683	81.1	1,165	1.80	1,309	89.0
Ford	372	1.26	389	95.6	875	1.35	840	104.2
Renault	339	1.15	435	77.9	798	1.23	831	96.0
Citroen	378	1.28	124	304.8	765	1.18	295	259.3
Porsche	298	1.01	392	76.0	738	1.14	906	81.5
Jeep	286	0.97	233	122.7	657	1.02	456	144.1
Suzuki	225	0.76	649	34.7	638	0.99	1,286	49.6
Alfa Romeo	256	0.87	205	124.9	605	0.93	429	141.0
Cadillac	178	0.60	102	174.5	389	0.60	239	162.8
smart	165	0.56	136	121.3	348	0.54	215	161.9
Honda	103	0.35	132	78.0	306	0.47	595	51.4
Jaguar	165	0.56	126	131.0	303	0.47	242	125.2
Land Rover	136	0.46	82	165.9	257	0.40	171	150.3
Chevrolet	93	0.32	130	71.5	226	0.35	252	89.7
Dodge	75	0.25	80	93.8	177	0.27	189	93.7
Chrysler	66	0.22	125	52.8	154	0.24	258	59.7
Ferrari	36	0.12	41	87.8	106	0.16	86	123.3
Lotus	34	0.12	29	117.2	69	0.11	62	111.3
Hummer	25	0.08	46	54.3	68	0.11	126	54.0
Maserati	27	0.09	41	65.9	59	0.09	86	68.6
Aston Martin	12	0.04	10	120.0	38	0.06	29	131.0
Mitsubishi	15	0.05	48	31.3	35	0.05	63	55.6
GMC	13	0.04	9	144.4	34	0.05	25	136.0
BMW Alpina	6	0.02	19	31.6	31	0.05	55	56.4
Lamborghini	11	0.04	7	157.1	27	0.04	15	180.0
Hyundai	16	0.05	28	57.1	25	0.04	57	43.9
Rolls Royce	10	0.03	2	500.0	24	0.04	3	800.0
Lancia	9	0.03	6	150.0	21	0.03	14	150.0
Saab	10	0.03	20	50.0	19	0.03	29	65.5
Bentley	8	0.03	17	47.1	13	0.02	44	29.5
Rover	6	0.02	5	120.0	11	0.02	14	78.6
Morgan	2	0.01			5	0.01	2	250.0
Pontiac	2	0.01	1	200.0	5	0.01	3	166.7
Unimog					4	0.01		
Buick	1	0.00			3	0.00		
Maybach	2	0.01			3	0.00		
Autobianchi	1	0.00	1	100.0	1	0.00	1	100.0
MG			2		1	0.00	2	50.0
Mini	1	0.00			1	0.00		
DAEWOO			2				2	
GMDAT							1	
Saturn							1	
Others	3	0.01	4	75.0	10	0.02	16	62.5
Total	29,504	100.00	25,492	115.7	64,729	100.00	49,634	130.4

※ Listed following the breakdown of the cumulative total since January; 2011 (c)

Newly Registered Foreign Manufacturers Vehicles

Foreign Manufacturers (Passenger Cars)

Mar. '11

	March 2011			Same month of last year		Cumulative Total since January		
	Standard	Small	Total-a	Total-b	a/b%	2011-c	2010-d	c/d%
VW	4,285	936	5,221	6,252	83.5	11,676	12,792	91.3
Mercedes-Benz	3,731		3,731	4,684	79.7	7,553	8,404	89.9
BMW	3,450		3,450	3,763	91.7	6,859	6,681	102.7
Audi	2,296		2,296	2,253	101.9	5,234	4,181	125.2
BMW MINI	334	1,002	1,336	1,395	95.8	2,669	2,494	107.0
Volvo	1,057	1	1,058	960	110.2	2,228	1,797	124.0
Peugeot	702		702	636	110.4	1,449	1,316	110.1
Fiat	17	537	554	683	81.1	1,165	1,309	89.0
Renault	328	11	339	435	77.9	797	830	96.0
Citroen	377	1	378	124	304.8	765	295	259.3
Porsche	297	1	298	392	76.0	738	906	81.5
Ford	313		313	318	98.4	734	710	103.4
Jeep	286		286	233	122.7	657	456	144.1
Alfa Romeo	256		256	205	124.9	605	429	141.0
smart		165	165	136	121.3	348	215	161.9
Jaguar	165		165	126	131.0	303	242	125.2
Cadillac	127		127	61	208.2	273	148	184.5
Land Rover	132		132	77	171.4	246	164	150.0
Chevrolet	75		75	114	65.8	177	215	82.3
Chrysler	66		66	125	52.8	154	258	59.7
Dodge	66		66	70	94.3	151	162	93.2
Ferrari	36		36	41	87.8	106	86	123.3
Lotus	33	1	34	29	117.2	69	62	111.3
Maserati	27		27	41	65.9	59	86	68.6
Aston Martin	12		12	10	120.0	38	29	131.0
Hummer	15		15	34	44.1	38	96	39.6
BMW Alpina	6		6	19	31.6	31	55	56.4
Lamborghini	11		11	7	157.1	27	15	180.0
Rolls Royce	10		10	2	500.0	24	3	800.0
Lancia	8	1	9	6	150.0	21	14	150.0
Saab	10		10	20	50.0	19	29	65.5
Bentley	8		8	17	47.1	13	44	29.5
Hyundai	9		9	11	81.8	11	35	31.4
Rover	1	5	6	4	150.0	11	13	84.6
GMC	1		1	1	100.0	8	7	114.3
Morgan		2	2			5	2	250.0
Pontiac	2		2	1	200.0	5	3	166.7
Buick	1		1			3		
Maybach	2		2			3		
Autobianchi		1	1	1	100.0	1	1	100.0
MG				2		1	2	50.0
Mini		1	1			1		
GMDAT							1	
Saturn							1	
Others		3	3	4	75.0	10	16	62.5
Total	18,552	2,668	21,220	23,292	91.1	45,285	44,604	101.5

※ Listed following the breakdown of the cumulative total since January; 2011 (c)

Foreign Manufacturers (Trucks)

Mar. '11

	March 2011			Same month of last year		Cumulative Total since January		
	Standard	Small	Total-a	Total-b	a/b%	2011-c	2010-d	c/d%
Ford	59		59	71	83.1	141	130	108.5
Cadillac	51		51	41	124.4	116	91	127.5
Volvo	24		24	18	133.3	51	29	175.9
Chevrolet	18		18	16	112.5	49	37	132.4
Hummer	10		10	12	83.3	30	30	100.0
Dodge	9		9	10	90.0	26	27	96.3
GMC	12		12	8	150.0	26	18	144.4
Land Rover	4		4	5	80.0	11	7	157.1
Unimog						4		
Mercedes-Benz						1	1	100.0
Renault						1	1	100.0
VW		1	1			1	1	100.0
Rover				1			1	
Total	187	1	188	182	103.3	457	373	122.5

Foreign Manufacturers (Buses)

	March			Cumulative Total since January		
	2011-a	2010-b	a/b%	2011-c	2010-d	c/d%
Hyundai	7	17	41.2	14	22	63.6
Mercedes-Benz		1		2	10	20.0
DAEWOO		2			2	
Total	7	20	35.0	16	34	47.1

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

	March 2011			Same month of last year		Cumulative Total since January		
	Standard	Small	Total-a	Total-b	a/b%	2011-c	2010-d	c/d%
Nissan	3	6,436	6,439	20	32,195.0	14,607	43	33,969.8
Suzuki		225	225	649	34.7	638	1,286	49.6
Honda	103		103	132	78.0	305	595	51.3
Toyota	72		72	59	122.0	153	132	115.9
Mitsubishi	2		2			2		
Total	180	6,661	6,841	860	795.5	15,705	2,056	763.9

Japanese Manufacturers overseas-made vehicles (Trucks)

	March 2011			Same month of last year		Cumulative Total since January		
	Standard	Small	Total-a	Total-b	a/b%	2011-c	2010-d	c/d%
Toyota	26	1,209	1,235	1,090	113.3	3,232	2,503	129.1
Mitsubishi	13		13	48	27.1	33	63	52.4
Honda						1		
Nissan							1	
Total	39	1,209	1,248	1,138	109.7	3,266	2,567	127.2

Grand Total Imported Vehicles

	March 2011			Same month of last year		Cumulative Total since January		
	Standard	Small	Total-a	Total-b	a/b%	2011-c	2010-d	c/d%
Passenger Cars	18,732	9,329	28,061	24,152	116.2	60,990	46,660	130.7
Trucks	226	1,210	1,436	1,320	108.8	3,723	2,940	126.6
Buses			7	20	35.0	16	34	47.1
Grand Total	18,958	10,539	29,504	25,492	115.7	64,729	49,634	130.4

※ Listed following the breakdown of the cumulative total since January; 2011 (c)

Newly Registered Vehicles by Prefecture

Mar. '11

	Passenger Cars						Total Passenger Cars/Trucks/Buses					
	March			Cumulative Total since January			March			Cumulative Total since January		
	2011-a	2010-b	a/b%	2011-c	2010-d	c/d%	2011-e	2010-f	e/f%	2011-g	2010-h	g/h%
Hokkaido	1,022	591	172.9	1,765	994	177.6	1,101	602	182.9	1,942	1,020	190.4
Aomori	130	99	131.3	234	156	150.0	147	100	147.0	284	157	180.9
Iwate	103	81	127.2	262	146	179.5	118	82	143.9	306	151	202.6
Miyagi	175	326	53.7	671	579	115.9	187	347	53.9	728	612	119.0
Akita	157	86	182.6	298	145	205.5	162	87	186.2	322	148	217.6
Yamagata	210	152	138.2	431	257	167.7	230	157	146.5	488	268	182.1
Fukushima	200	229	87.3	549	436	125.9	214	240	89.2	604	460	131.3
Ibaraki	525	478	109.8	1,279	998	128.2	546	501	109.0	1,349	1,061	127.1
Tochigi	431	349	123.5	1,032	681	151.5	456	370	123.2	1,093	733	149.1
Gunma	496	374	132.6	1,113	757	147.0	520	398	130.7	1,175	814	144.3
Saitama	1,276	1,157	110.3	3,051	2,295	132.9	1,333	1,229	108.5	3,239	2,462	131.6
Chiba	1,075	1,129	95.2	2,669	2,307	115.7	1,132	1,199	94.4	2,820	2,454	114.9
Tokyo	3,802	4,166	91.3	9,050	8,055	112.4	3,985	4,370	91.2	9,417	8,445	111.5
Kanagawa	2,458	2,346	104.8	5,724	4,712	121.5	2,548	2,435	104.6	5,964	4,909	121.5
Yamanashi	188	157	119.7	430	301	142.9	199	159	125.2	460	316	145.6
Niigata	458	367	124.8	886	584	151.7	478	378	126.5	951	602	158.0
Toyama	278	195	142.6	498	333	149.5	302	206	146.6	559	353	158.4
Ishikawa	295	221	133.5	548	367	149.3	325	226	143.8	609	381	159.8
Nagano	569	345	164.9	1,108	657	168.6	603	358	168.4	1,205	683	176.4
Fukui	260	205	126.8	477	332	143.7	274	211	129.9	509	343	148.4
Gifu	535	400	133.8	1,152	801	143.8	567	432	131.3	1,227	884	138.8
Shizuoka	1,077	805	133.8	2,439	1,594	153.0	1,137	865	131.4	2,594	1,749	148.3
Aichi	2,408	2,139	112.6	5,128	4,123	124.4	2,579	2,333	110.5	5,560	4,553	122.1
Mie	538	384	140.1	1,149	782	146.9	563	402	140.0	1,203	824	146.0
Shiga	343	246	139.4	583	418	139.5	362	259	139.8	626	446	140.4
Kyoto	549	488	112.5	1,180	956	123.4	581	519	111.9	1,241	1,027	120.8
Osaka	1,972	1,730	114.0	3,881	3,299	117.6	2,049	1,809	113.3	4,108	3,479	118.1
Nara	329	243	135.4	665	494	134.6	344	255	134.9	696	520	133.8
Wakayama	165	132	125.0	377	282	133.7	170	135	125.9	394	296	133.1
Hyogo	1,548	1,288	120.2	3,150	2,492	126.4	1,601	1,373	116.6	3,263	2,633	123.9
Tottori	84	56	150.0	167	116	144.0	91	60	151.7	182	123	148.0
Shimane	127	61	208.2	227	102	222.5	134	64	209.4	241	114	211.4
Okayama	410	313	131.0	829	624	132.9	420	335	125.4	862	663	130.0
Hiroshima	566	449	126.1	1,170	865	135.3	591	478	123.6	1,243	921	135.0
Yamaguchi	272	204	133.3	583	394	148.0	279	215	129.8	611	423	144.4
Tokushima	149	115	129.6	304	217	140.1	163	125	130.4	340	249	136.5
Kagawa	164	163	100.6	355	336	105.7	174	172	101.2	392	364	107.7
Ehime	237	165	143.6	473	331	142.9	249	172	144.8	502	355	141.4
Kochi	129	65	198.5	259	135	191.9	135	71	190.1	280	150	186.7
Fukuoka	1,146	779	147.1	2,344	1,572	149.1	1,185	837	141.6	2,461	1,701	144.7
Saga	94	74	127.0	213	143	149.0	97	78	124.4	226	152	148.7
Nagasaki	161	111	145.0	373	225	165.8	169	112	150.9	387	239	161.9
Kumamoto	266	218	122.0	566	370	153.0	279	228	122.4	599	413	145.0
Oita	212	155	136.8	420	292	143.8	223	161	138.5	443	306	144.8
Miyazaki	162	127	127.6	320	220	145.5	171	129	132.6	344	233	147.6
Kagoshima	214	157	136.3	454	314	144.6	229	181	126.5	509	357	142.6
Okinawa	96	32	300.0	154	71	216.9	102	37	275.7	171	88	194.3
Grand Total	28,061	24,152	116.2	60,990	46,660	130.7	29,504	25,492	115.7	64,729	49,634	130.4

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

	Brand	March 2011-a	March 2010-b	a/b%	Share%
1	Nissan	6,439	20	32,195.0	21.8
2	VW	5,222	6,252	83.5	17.7
3	Mercedes-Benz	3,731	4,685	79.6	12.6
4	BMW	3,450	3,763	91.7	11.7
5	Audi	2,296	2,253	101.9	7.8
6	BMW MINI	1,336	1,395	95.8	4.5
7	Toyota	1,307	1,149	113.8	4.4
8	Volvo	1,082	978	110.6	3.7
9	Peugeot	702	636	110.4	2.4
10	Fiat	554	683	81.1	1.9