



AUTO QUARTERLY

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NEWSLETTER OF THE JAPAN AUTOMOBILE MANUFACTURERS ASSOCIATION OF CANADA

JAMA Canada Launches 20th anniversary publication in Ottawa

To commemorate our 20th anniversary of operation, JAMA Canada produced a new publication entitled *A Short History of the Japanese Automotive Industry in Canada*. After presenting signed copies of the book to Prime Minister Paul Martin, as well as Leader of the Official Opposition, Stephen Harper, the publication was officially launched at a reception in the Courtyard of the East Block on Parliament Hill on a sunny and warm afternoon in late September.

While the book focuses on the highlights of the industry since Japanese automakers first came to Canada, it also includes an overview of the one hundred year history of the auto industry in Canada from 1904. Along with an analysis of a number of automotive trade issues over the past 40 years since Japanese automakers came to Canada, there is a collection of personal observations by several key people from both Canada and Japan who were actively involved, particularly during the past two decades when Pacific Automotive Cooperation (PAC) and JAMA Canada were trying to deepen bilateral trade relationships as well as assist automakers, partsmakers, trade associations and governments in both countries. There is also a section on the history of the Canadian Association of Japanese Auto Dealers (CAJAD), and a commentary by Dennis DesRosiers. The publication will soon be available on JAMA Canada's website in both English and French versions.



Prime Minister Paul Martin and Kenji Tomikawa examine JAMA Canada's 20th anniversary publication, *A Short History of the Japanese Automotive Industry in Canada*

To help with the launch, we invited His Excellency Sadaaki Numata, the Japanese Ambassador and the Honourable David Emerson, Minister of Industry to say a few words on behalf of the Japanese and Canadian Governments, respectively.

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Kenji Tomikawa, JAMA Canada Chairman, presents *A Short History of the Japanese Automotive Industry in Canada* to the Hon. Stephen Harper, Leader, Conservative Party of Canada

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(Front / tor) Don Durst, Subaru Canada; Brad Bradshaw, Nissan Canada; Kenji Tomikawa, Toyota Canada & Chairman, JAMA Canada; David Worts, JAMA Canada. (standing, l to r) Pierre Millette, Toyota Canada; John Junker-Andersen, Nissan Canada; Mitchell Foreman, Hino Motors Sales Canada; Rt. Hon. Paul Martin, Prime Minister of Canada; Stephen Beatty, Toyota Canada; Mike Kurnik, Suzuki Canada; Hiro Mitsui, JAMA USA; Peter Gordon, Honda of Canada Manufacturing

• Continued from page 1... JAMA Canada Launches

Ottawa Reception:

An excerpt from Ambassador Numata's remarks:

"Another thing that is certain is that the auto industry constitutes an essential pillar of the economic relationship between Japan and Canada. Everywhere I have travelled in Canada, I have come across people who say that they have been using Japanese vehicles for years, or in some cases decades, because they are so reliable.

The Japanese Auto Industry in Canada has evolved from selling Japanese cars that meet the demands of Canadian consumers, to investing in Canada to establish manufacturing plants, and then to combining Japanese and Canadian financial, technical and manpower resources to be an important player in the North American Market.

This fact is well known in Ontario, but I have made it a point to explain this to the people in other provinces as an excellent example of how Japan and Canada have come to establish collaborative and complementary relations in the past 20 years. The Japanese auto industry has demonstrated its long term commitment to Canada



Kenji Tomikawa presents Ambassador Numata with a copy of the new book.

through investments in production of value-added products, and by delivering tangible benefits to the regional economy, including the creation of jobs. We also owe a great deal to many Canadians who have played a pivotal role in this endeavour.

Speaking here on Parliament Hill, I wish to express my deep appreciation to the political leaders of the past and present to have lent their invaluable support. The short history being published demonstrates how, with dedication and diligence, Japanese and Canadians can work together to achieve greater things. It is a success story we can all learn from. I wish JAMA Canada and its member companies continued success in the years to come."



Ambassador Sadaaki Numata

An excerpt from Industry Minister David Emerson's remarks:

"I do want to congratulate the Japan Automobile Manufacturers Association of Canada, because we have had just a wonderful partnership with the Japanese automotive industry. And when you look at the Canadian automotive industry over the last 10 years, we hear lots of criticisms of what we do right and what we do wrong.

But when you look at this industry over the last 10 years, we've actually added 28,000 jobs to the Canadian industry at a time when the US industry shrank by 60,000 jobs. And I have to say that a good chunk of Canada's success is directly related to the participation of the Japanese automotive industry here in Canada. They now account for something like 800,000 vehicle units of production here in Canada per year. That's nearly a third of all Canadian automotive production. And they account for I think about 25,000 jobs when you add up the assembly and the jobs in the parts side of the business.

And I think that it's just really important to recognize that this didn't happen by accident. I think the Japanese auto producers have been very, very astute and very good at determining what Canadian consumers want. Canadian consumers have been very

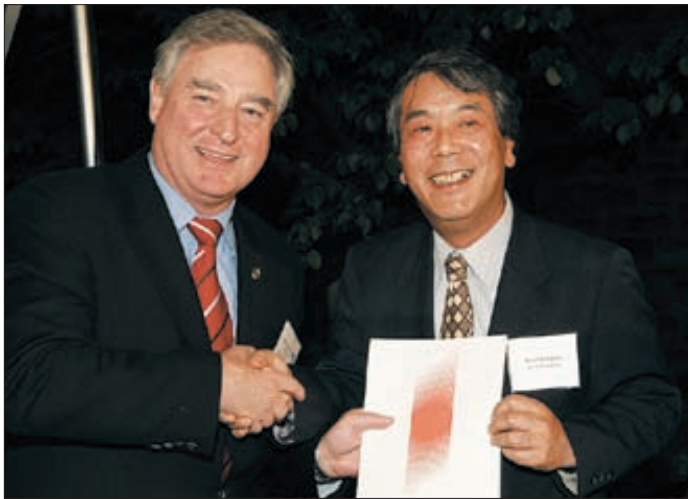
much receptive to the Japanese automobile product. And when you then look at the production environment here in Canada, our skilled labour force, some of the locational and logistical considerations, I think you can see why Canada has become a very fundamental part of the automobile manufacturing supply chain for the Japanese industry. We're now a critical link in that supply chain, and I think that's really great. And it's very good as well.



*The Hon. David Emerson,
Minister of Industry*

I'm just delighted that we have expansions that are still going on, with the announcement by Toyota in June of the new greenfield manufacturing facility in Woodstock, and the expansion of their aluminum wheel production facility in Delta, B.C. That's the **sixth** expansion of that aluminum wheel manufacturing plant.

So again, thank you for your contribution to the Canadian economy; thank you for your contribution to the development of an automotive strategy for Canada, and your leadership role in the CAPC group. It's been very, very much appreciated. You've done a great job. Congratulations and thank you very much for having me here tonight."



*Kenji Tomikawa presents A Short History to the Hon. David Emerson,
Minister of Industry*



*(L to r) David Worts, JAMA Canada; Helena Guergis, M.P. Simcoe-Grey;
Jim Miller, Honda Canada; Colin Carrie, M.P. Oshawa*



*(L to r) John Reynolds, M.P. West Vancouver; Minister of Industry David Emerson;
Mike Kurnik, Suzuki Canada; Mitchell Foreman, Hino Motors Sales Canada*



Katsuhiro Yokoyama

Katsuhiro Yokoyama named President of Subaru Canada, Inc.

Ikuo Mori, corporate senior vice president and chief general manager, Subaru Overseas Sales and Marketing Division of Fuji Heavy Industries, is pleased to announce that Katsuhiro Yokoyama has been named the new president of Subaru Canada, Inc. (SCI), effective October 1, 2005. Yokoyama replaces Norio Osakabe who has twice been president of SCI, most recently from 1999 to the present.

Yokoyama has been with Fuji Heavy Industries, Subaru's parent company, since 1980 where he started in the purchasing department of the Gunma Manufacturing Division. Prior to his assignment with Subaru Canada, Yokoyama was the general manager of FHI's North America and Latin America Sales and Marketing Department, where he was in daily contact with the Canadian operations.

"I am delighted to follow in Mr. Osakabe's talented footsteps," said Yokoyama. "Under his leadership, SCI sales have grown dramatically, and the company enjoys an excellent relationship with both dealers and customers. It will be a challenge to take the company to the next level, but we have great products and great people. I'm confident that even greater success is in Subaru Canada's future."

Canada is Subaru's fourth-largest world market, after Japan, the United States and Australia. Subaru Canada, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered in Mississauga, Ontario, the company markets and distributes Subaru vehicles, parts and accessories through a network of 95 authorized dealers across Canada. For more information, visit their website at www.subaru.ca.

Toyota Begins Building a New Plant in Woodstock



Prime Minister Paul Martin and Ontario Premier Dalton McGuinty and Woodstock Mayor Michael Harding help Toyota officials break ground for the \$800 million plant in Woodstock Ontario

A day after Thanksgiving, Toyota officially broke ground for their new \$800 million plant in Woodstock, Ontario where the next generation RAV4 will be built. To mark the occasion, Toyota Motor Corporation (TMC) President Katsuaki Watanabe and Toyota Motor Manufacturing Canada (TMMC) President Ray Tanguay together with Prime Minister Paul Martin, Ontario Premier Dalton McGuinty, and Woodstock Mayor Michael Harding joined together for the sod-turning ceremony.

Announced in June, the Woodstock plant will be managed by TMMC in Cambridge. It will have the capacity to build 100,000 units annually and will employ 1,300 team members. TMMC currently employs 4,300 at its Cambridge facility where the Corolla, Matrix and Lexus RX330 are built.

Mr. Watanabe discussed Canada's importance to Toyota's North American strategy. "Last year, North America accounted for 30% of Toyota's worldwide sales and we expect this number to grow as we begin production of the RAV4 here in Woodstock," he said. "This country is a core part of our extensive commitment to manufacturing in North America."

Actual site preparation started in September; foundation work is scheduled for next March and steel erection is set to begin in June 2006. The building will be enclosed by the following winter with equipment installation scheduled in 2007. Production will begin in 2008.

"Our job here in Woodstock is to make this the best plant in the world by being environmentally friendly, efficient and producing the highest quality vehicles," said Ray Tanguay.

During the ceremony, Toyota announced the donation of a large private residence, located on the edge of the plant site, to the Victorian Order of Nurses to operate a hospice. Tanguay reflected on the company's priority of being a good corporate citizen. "We do that by building vehicles and adding value to society. We also achieve it

by strengthening the social fabric of communities through activities outside of the factory. We look forward to seeing this hospice up and running and are certain it is in very capable hands." Tanguay also declared that the groundbreaking ceremony represented "the start of a great partnership with Woodstock and Oxford County."

Honda Canada begins production of new 2006 Civic in Canada

On October 3, Honda of Canada Manufacturing (HCM) officially launched the all-new, eighth generation Civic at Plant 1 in Alliston, Ontario. This is an important vehicle for both Honda and Canadian consumers as the Civic has been the best-selling car in Canada for the past seven consecutive years. Moreover, it is Honda Canada's largest selling model having sold over 1.2 million since the first Civic was launched in 1973.

"Honda in Canada began with the Civic," said Hiroshi Kobayashi, President and CEO of Honda Canada, Inc. "Our time in Canada has been one of steady growth and great opportunity."

HCM will be the sole source for global markets for the Civic Coupe and Civic Si models, and will also produce the Civic Sedan.

Total investment since HCM started up in 1986 stands at \$2 billion. Honda was the first Japanese automaker to build passenger vehicles in Canada and is now the country's third largest vehicle manufacturer. HCM sources more than \$2 billion annually in goods from Canadian suppliers as part of its commitment to be a company powered by Canadians for Canadians. To date, over 3.5 million cars and light trucks have been built at HCM, over 2 million of which were Civics.

In 2004, HCM built in excess of 390,000 vehicles in two plants with five models: Honda Civic, Acura 1.7EL, Honda Ridgeline, Honda Pilot and Acura MDX. What's more, over 85 per cent of total production was exported to the US and several other countries.



At the launch ceremony, Masaharu Hinaga, President, Honda of Canada Manufacturing (left) shows Ontario Minister of Economic Development & Trade Joe Cordiano, the new 2006 Civic coupe that will be built exclusively at HCM in Alliston

Light Vehicle Sales in Canada, by Company

Company	Jan-Sept 2005			Jan-Sept 2004			% Change		
	CARS	TRUCKS	TOTAL	CARS	TRUCKS	TOTAL	CARS	TRUCKS	TOTAL
HONDA	83,533	32,433	115,966	83,437	27,667	111,104	0.1	17.2	4.4
N.A. Built	76,929	20,790	97,719	76,397	16,286	92,683	0.7	27.7	5.4
Japan Built	6,604	11,643	18,247	7,040	11,381	18,421	-6.2	2.3	-0.9
TOYOTA	103,048	32,166	135,214	96,838	34,389	131,227	6.4	-6.5	3.0
N.A. Built	72,989	19,626	92,615	67,617	20,869	88,486	7.9	-6.0	4.7
Japan Built	30,059	12,540	42,599	29,221	13,520	42,741	2.9	-7.2	-0.3
MAZDA	55,263	7,585	62,848	49,286	10,306	59,592	12.1	-26.4	5.5
N.A. Built	8,907	5,477	14,384	7,214	5,850	13,064	23.5	-6.4	10.1
Japan Built	46,356	2,108	48,464	42,072	4,456	46,528	10.2	-52.7	4.2
NISSAN	32,420	24,704	57,124	32,533	19,064	51,597	-0.3	29.6	10.7
N.A. Built*	27,128	10,925	38,053	27,756	5,979	33,735	-2.3	82.7	12.8
Japan Built	5,292	13,779	19,071	4,777	13,085	17,862	10.8	5.3	6.8
SUZUKI	4,697	1,845	6,542	5,715	2,476	8,191	-17.8	-25.5	-20.1
N.A. Built	0	0	0	0	687	687	0.0	-100.0	-100.0
Japan Built	4,697	1,845	6,542	5,715	1,789	7,504	-17.8	3.1	-12.8
SUBARU	8,348	3,354	11,702	9,000	2,946	11,946	-7.2	13.8	-2.0
N.A. Built	4,231	649	4,880	4,931	82	5,013	-14.2	691.5	-2.7
Japan Built	4,117	2,705	6,822	4,069	2,864	6,933	1.2	-5.6	-1.6
MITSUBISHI	4,842	2,881	7,723	5,982	2,616	8,598	-19.1	10.1	-10.2
N.A. Built	1,720	815	2,535	1,503	710	2,213	14.4	14.8	14.6
Japan Built	3,122	2,066	5,188	4,479	1,906	6,385	-30.3	8.4	-18.7
TOTAL	292,151	104,968	397,119	282,791	99,464	382,255	3.3	5.5	3.9
N.A. Built	191,904	58,282	250,186	185,418	50,463	235,881	3.5	15.5	6.1
Japan Built	100,247	46,686	146,933	97,373	49,001	146,374	3.0	-4.7	0.4

* car sales include Mexican built

Source: AIAMC, DesRosiers Automotive Consultants Inc.

Motor Vehicle Production in Canada

	Jan-Sept 2005	Jan-Sept 2004	% Change
HONDA (HCM)	291,214	298,202	-2.3
TOYOTA (TMMC)	232,272	217,864	6.6
CAMI	128,721	89,843	43.3
TOTAL	652,207	605,909	7.6

Source: JAMA Canada

Motor Vehicle Exports from Canada

	Jan-Sept 2005	Jan-Sept 2004	% Change
HONDA (HCM)	239,552	253,382	-5.5
TOYOTA (TMMC)	172,224	165,703	3.9
CAMI	115,838	83,635	38.5
TOTAL	527,614	502,720	5.0

Source: JAMA Canada

Vehicle Imports (Shipments) to Canada

	Jan-Sept 2005	Jan-Sept 2004	% Change
JAPAN	150,748	128,876	17.0
U.S./MEXICO	138,620	120,617	14.9
TOTAL	289,368	249,493	16.0

Source: JAMA, JAMA Canada

Sales, Production & Exports continue to grow through 3rd quarter

While autumn winds and the impact of lower incentives began to cool the auto market as a whole in September, new vehicle sales for JAMA Canada members rose 7.0% in the third quarter (July – Sept), compared to a drop of 1.7% in the first quarter and a 5.6% increase in the second quarter of 2005.

Overall sales for all automakers through the end of the third quarter (Jan – Sept) remained fairly buoyant as sales of light vehicles were ahead of last year by 3.9% with a tally of 1.23 million units. While Big Three (GM, Ford & Chrysler) sales for the same period were up 3.0%, combined Japanese vehicle sales matched the overall market gain by rising 3.9%, as Korean vehicle sales jumped 11% and European automakers sold 6.7% more than the previous year.

Among Japanese automakers, year-to-date results were mixed. Honda, Mazda, Nissan and Toyota were all in positive territory, while others declined compared to the same period in 2004. Of particular note, sales of North American built vehicles gained 6.1%, led by light trucks which jumped 15.5% over 2004, while sales of models built in Japan were largely unchanged.

In terms of market share, Japanese brand share remained unchanged at 32.3%, Big Three share dropped to 56%, Korean and European shares were neck and neck at about 5.8% each.

See Sales, Production & Exports ... continued on page 6

Production, Exports & Imports

Production at Japanese affiliated plants in Canada continues to show overall growth rising 7.6% through the end of the third quarter to more than 652,000 units. While output at Honda of Canada Manufacturing (HCM) dipped 2.3%, Toyota Motor Manufacturing Canada (TMMC) production grew 6.6% and CAMI jumped 43.3% compared to the same period in 2004. During the third quarter, CAMI began production of the Pontiac Torrent, a sister vehicle to the Chevrolet Equinox. Suzuki Motor Corporation announced earlier this year at the New York Auto Show that a new Suzuki sport utility vehicle will begin production at CAMI in 2006.

Exports from these three Canadian operations reflect the trend in production as shipments to the US and a number of other countries grew 5.0% to over 527,000 units. The export to production ratio was 80.9% down from 83.0% in 2004. Shipments from CAMI shot up 38.5% (for a 90% export to production ratio), while TMMC exported 3.9% more vehicles (an export ratio of 74.1%) and HCM shipments slid 5.5% (an export ratio of 82.2%).

On the import side, Japanese automakers received 16% more finished vehicles from both Japan and NAFTA countries in the first three quarters of 2005. Shipments from Japan rose 17.0% to just over 150,000 units, while imports from plants in the US and Mexico were up 14.9% to a little more than 138,600 units. Canada remains a net exporter of 'Japanese brand' vehicles as Toyota and Honda exported over 411,000 units built in Canada, while less than 290,000 vehicles came in from Japan, the US and Mexico combined.



Industry Minister David Emerson, B.C. Minister of Small Business & Revenue Rick Thorpe and Mayor Lois Jackson help CAPTIN and Toyota officials break ground for CAPTIN's sixth expansion of the aluminum wheel plant in Delta, B.C.

CAPTIN Breaks Ground for 6th Expansion in Delta, B.C.

Canadian Autoparts Toyota, Inc. (CAPTIN), a Toyota manufacturing affiliate that engineers and produces aluminum wheels, broke ground in mid October for a C\$39 million expansion – the sixth in CAPTIN's 22 year history.

The expanded facility in Delta, British Columbia, will boost annual wheel capacity by nearly 17 percent to 1.68 million units starting in July 2007. Cumulative investment in CAPTIN will reach C\$232 million.

During the groundbreaking ceremony, Toyota Motor Corporation Managing Officer Masanao Tomozoe said CAPTIN's growth and the new Toyota plant in Woodstock are direct results of the company's strategy to build vehicles where they are sold.

"These two Canadian milestones are further evidence of our intention to localize production. And we intend to sell more in North America, which is good news for CAPTIN," Tomozoe said.

Canadian Government officials were extremely supportive and excited by these developments.

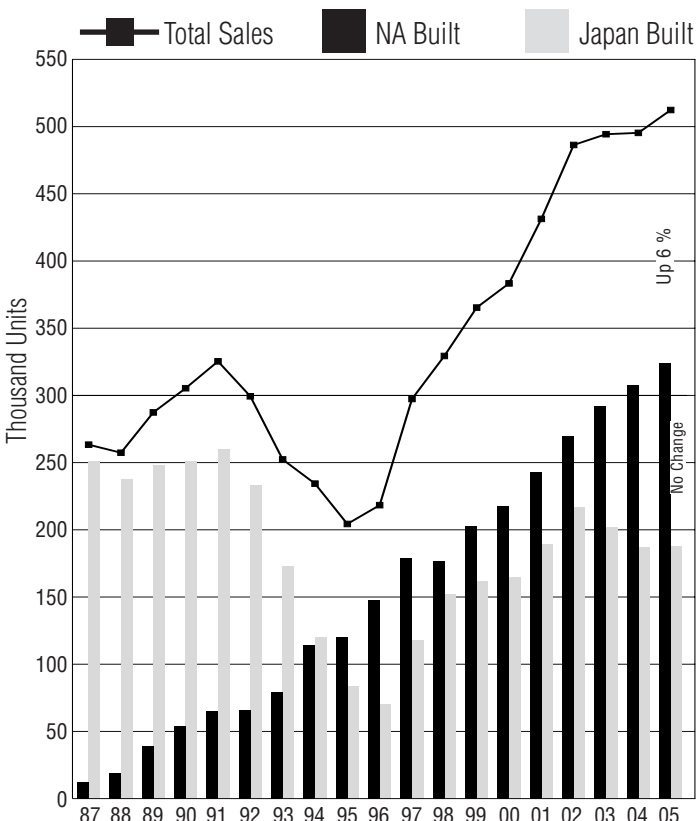
"This CAPTIN expansion is exactly the result we have hoped and planned for – and proves that a strong assembly sector creates spin-off benefits in other industries and regions," said David Emerson, the Minister of Industry in the Canadian Government.

Rick Thorpe, B.C. Minister of Small Business & Revenue added, "CAPTIN is an extraordinary company that many businesses across British Columbia seek to emulate. The sixth expansion of this world-class facility in Delta demonstrates Toyota's commitment to the province of British Columbia and our future."

Gary Smallenberg, President of CAPTIN, pointed to the dedication of the plant's team members for the expansion: "We appreciate the confidence Toyota Motor Corporation (TMC) has shown in approving the expansion of this plant. The credit needs to go to our team members; this is a result of their commitment and effort to produce the best aluminum wheels on the market."

CAPTIN was incorporated in 1983 by TMC and was the first manufacturing investment by a Japanese automaker in Canada. The plant produces 22 wheel models for Toyota's vehicles globally with about 230 team members. With the expansion, employment will rise to 260 team members.

Light Vehicle Sales (1987 - 2005)





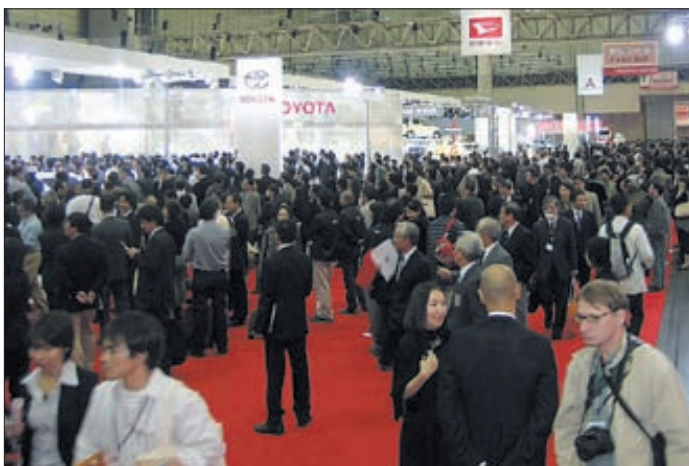
Canada Booth at the 2005 Tokyo Motor Show

Report on the 2005 Tokyo Motor Show

Mr Itaru Koeda, Chairman of Japan Automobile Manufacturers Association, Inc. (JAMA) officially closed the 39th Tokyo Motor Show on November 6. The show ran successfully for a period of 17 days beginning Friday, October 21. It was held at the Makuhari Messe complex in Chiba. A total of 1,512,100 visitors were recorded.

The theme for the show was *'Driving Tomorrow!' from Tokyo*. It expresses the Tokyo Motor Show's commitment to being the festive place where people can experience the world's most advanced technologies and designs, while at the same time serving as a source of up-to-the-minute information on interactions between the automobile and motorized society. The show featured large numbers of World Premieres, exhibits on advanced environment and safety technologies, a retrospective looking back on its 50 year history, and a wide variety of "audience-participation, hands-on" events designed to appeal to female visitors and families. All these elements have made this year's show an outstanding success.

The show also help large numbers of visitors to see advanced environment and safety technologies for themselves, reaffirming the fun and excitement of automobiles and providing new dreams for the future. It was in every sense worthy of its position as a "landmark show," marking the first step into the next 50 years of the Tokyo Motor Show.



Press Day activity at the 39th Tokyo Motor Show

Extended show period relieves congestion

The show set a goal of 1.5 million visitors, which it more than exceeded. Attendance was up by 91,700 (106.5%) compared to the 1,420,400 people who came to the 37th show in 2003. By extending the show period for four days, the organizer was able to include three weekends instead of the usual two, resulting in 79.8% of the Saturday/Sunday/holiday visitor levels compared to the previous show. By smoothing out the number of visitors and relieving congestion, the organizer ensured that visitors were able to enjoy the show itself even during the weekend times.

Advanced environmental and safety technologies from around the world

The Tokyo Motor Show had 79 World Premieres and 120 Japan Premieres this year. A total of exhibited 55 environment-friendly vehicles included 6 fuel cell vehicles, 3 hydrogen vehicles, 10 electric vehicles, and 17 hybrid vehicles. There were also large numbers of safety-technology displays, and visitors were attracted by the opportunity to see for themselves where technology is heading in these areas.



Nissan Pivo (concept)

Popular special events

One of the most popular parts of the show was the "Special Exhibit to Commemorate the 50 Years of the Tokyo Motor Show" held in the Event Hall. Likewise, visitors were attracted to the "Carrozzeria Exhibit" of original cars from domestic and foreign design studios and to the variety of "audience-participation, hands-on" events held in "Festival Park," an outdoor area for traffic safety education. Like the previous show (the 37th show in 2003), this year's show offered test rides of clean energy vehicles, and during the show 18,783 people took the opportunity to try the cars of the future. That number surpassed 16,233 at the previous show.

40th Tokyo Motor Show scheduled for the fall of 2007

The Tokyo Motor Show will have a year off in 2006; the next show is scheduled for the fall of 2007 at Makuhari Messe in Chiba and will be a comprehensive show that includes passenger cars, motorcycles, commercial vehicles, commercial vehicle bodies and parts. The

See Report on the 2005 Tokyo Moto Show ... continued on page 8

• Continued from page 7...Report on the 2005 Tokyo Motor Show

2007 show will be the first in a new, comprehensive biannual format, and the final schedule will be announced in March 2006.

The Tokyo Motor Show will be the only one of the "Big Five" international auto shows (which also includes Detroit, Frankfurt, Geneva, and Paris) to include large commercial vehicles. While there are still many challenges to be overcome, particularly in securing sufficient exhibition space, the Tokyo Motor Show will use the experience and expertise built up over its 50-year history to create



Honda FCX (fuel cell concept)



Mazda MX-Crossport (concept)



Subaru B5-TPH (concept)



Suzuki Ionis (concept)



Toyota Fine-X (fuel cell hybrid concept)

an attractive general show that will bring together all categories of vehicles, thereby creating a show that provides the maximum amount of information in a compact, well-designed format.

For more photos from the 39th Tokyo Motor Show, go to our website at www.jama.ca.

Motor Vehicle Industry in Japan 2005		
Passenger Cars, Trucks, Buses		TOTAL
PRODUCTION ¹	Jan-Sept 2005	8,064,010
	Jan-Sept 2004	7,896,569
	% change	2.1
EXPORTS ²	Jan-Sept 2005	3,707,916
	Jan-Sept 2004	3,646,335
	% change	1.7
SALES/ REGISTRATIONS ³	Jan-Sept 2005	4,553,266
	Jan-Sept 2004	4,491,892
	% change	1.4
IMPORT VEHICLE SALES ⁴	Jan-Sept 2005	200,243
	Jan-Sept 2004	205,369
	% change	-2.5

* (including models built by Japanese automakers overseas) source: 1,2-JAMA; 3-JADA, JMVA; 4-JAIA