



# AUTO QUARTERLY

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NEWSLETTER OF THE JAPAN AUTOMOBILE MANUFACTURERS ASSOCIATION OF CANADA

## 1st Q results: Sales growth moderates with slightly softer production

### Sales

For the first quarter of 2007, total new vehicle sales in Canada rose 1.2% to 338,960 units. Car sales were down 3.4% to 166,446 units, while light truck sales improved 6.1% to 172,514 units. The car / truck ratio in Canada stands at 49/51. The Detroit Three automakers sales slumped in the first quarter, down 5.8% to 179,378 units, which dragged down their market share to 52.9%.

In terms of market segments, subcompact car sales' market share rose sharply to 12.8%, while compact vehicles increased its market share lead to 47.3% in the first quarter. The second largest segment, intermediate passenger cars, saw sales slump 19.6%, dropping 5.2 points of share to 25.4%. In the light truck market, compact sport utility vehicle sales increased 15.9%, while minivan sales lost 20.1%. Both large pick-ups and luxury sport utility vehicles made gains in the first quarter, up 14.7% and 37.3% respectively.

Japanese automakers as a group sold 115,339 light vehicles, an increase of 11.7% through the end of March, representing a market share of 34.0%, up from 30.8% in the 1Q of 2006. Car sales rose 9.5% to 79,235 units, while light truck sales jumped 16.7% to 36,104 units. Sales of vehicles built in North America increased 7.4%, while sales of imports from Japan were 19% higher than last year.

Among individual companies, Mitsubishi Motor Sales of Canada and Nissan Canada were the growth leaders in the first quarter, jumping 34.8% and 30.4% to 3,270 units and 18,622 units respectively. All other members recorded single digit percent increases, except Suzuki, whose sales softened slightly over last year.

Korean automakers' sales grew 6.9% to 21,527 units for a market share of 6.3%, while European automakers recorded a sales gain of 8.0% to 22,716 units for a market share of 6.7% for the first three months of 2007.

### Production & Export

During the first quarter of 2007, Japanese affiliated assembly plants in Canada (Honda, Toyota & CAMI) built 225,100 vehicles, down 2.0% from the same period last year. Output at Honda (HCM) in Alliston rose 1.7% to just under 100,000 units, while production at Toyota (TMMC) and CAMI declined 1.9% and 9.9% to 83,909 and 41,226 units respectively.

Honda currently makes five models at two plants in Alliston: Honda Civic Sedan and Coupe, Acura CSX, Honda Ridgeline and Acura MDX. Toyota builds three models at two plants in Cambridge:

## Top Ten Selling Light Vehicles in Canada – 1Q, 2007

Passenger Cars		Mar	Jan	
1	Honda Civic Sedan/Coupe	11,545	13,425	-14.0%
2	Mazda3	9,827	8,341	17.8%
3	Toyota Corolla	7,834	9,361	-16.3%
4	Chevrolet Cobalt	7,128	6,044	17.9%
5	Toyota Yaris	6,413	4,454	44.0%
6	Toyota Camry	5,813	3,545	64.0%
7	Pontiac Pursuit/G5	5,262	4,968	5.9%
8	Ford Focus	4,913	5,140	-4.4%
9	Dodge Caliber	4,708	897	424.9%
10	Nissan Versa	4,375	-	n.a.

  

Light Trucks		Mar	Jan	
1	Ford F-Series	16,174	15,598	3.7%
2	Dodge Caravan	12,916	14,543	-11.2%
3	Dodge Ram Pickup	9,899	8,265	19.8%
4	GMC Sierra	9,570	7,831	22.2%
5	Chevrolet Silverado	9,428	7,443	26.7%
6	Ford Escape/Hybrid	4,796	5,557	-13.7%
7	Ford Ranger	4,575	3,488	31.2%
8	Chevrolet Uplander	4,374	5,434	-19.5%
9	Honda CR-V	3,999	2,196	82.1%
10	Pontiac Montana SV6	3,729	5,008	-25.5%

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**JAMA Auto Quarterly Newsletter: final print issue (see page 6)**

## Light Vehicle Sales in Canada, by Company

Company	Jan-Mar 2007			Jan-Mar 2006			% Change		
	CARS	TRUCKS	TOTAL	CARS	TRUCKS	TOTAL	CARS	TRUCKS	TOTAL
<b>HONDA</b>	<b>20,142</b>	<b>10,215</b>	<b>30,357</b>	<b>21,305</b>	<b>7,640</b>	<b>28,945</b>	<b>-5.5</b>	<b>33.7</b>	<b>4.9</b>
N.A. Built	16,374	10,183	26,557	19,396	5,444	24,840	-15.6	87.0	6.9
Japan Built	3,768	32	3,800	1,909	2,196	4,105	97.4	-98.5	-7.4
<b>TOYOTA</b>	<b>26,721</b>	<b>12,480</b>	<b>39,201</b>	<b>25,250</b>	<b>11,166</b>	<b>36,416</b>	<b>5.8</b>	<b>11.8</b>	<b>7.6</b>
N.A. Built	17,981	6,556	24,537	18,665	5,698	24,363	-3.7	15.1	0.7
Japan Built	8,740	5,924	14,664	6,585	5,468	12,053	32.7	8.3	21.7
<b>MAZDA</b>	<b>14,252</b>	<b>3,497</b>	<b>17,749</b>	<b>12,675</b>	<b>2,457</b>	<b>15,132</b>	<b>12.4</b>	<b>42.3</b>	<b>17.3</b>
N.A. Built	1,680	1,717	3,397	2,407	1,835	4,242	-30.2	-6.4	-19.9
Japan Built	12,572	1,780	14,352	10,268	622	10,890	22.4	186.2	31.8
<b>NISSAN</b>	<b>12,317</b>	<b>6,307</b>	<b>18,624</b>	<b>7,654</b>	<b>6,627</b>	<b>14,281</b>	<b>60.9</b>	<b>-4.8</b>	<b>30.4</b>
N.A. Built*	10,889	2,379	13,268	6,496	2,771	9,267	67.6	-14.1	43.2
Japan Built	1,428	3,928	5,356	1,158	3,856	5,014	23.3	1.9	6.8
<b>SUZUKI</b>	<b>1,526</b>	<b>906</b>	<b>2,432</b>	<b>1,504</b>	<b>1,081</b>	<b>2,585</b>	<b>1.5</b>	<b>-16.2</b>	<b>-5.9</b>
N.A. Built	0	168	168	0	0	0	0.0	0.0	0.0
Japan Built	1,526	738	2,264	1,504	1,081	2,585	1.5	-31.7	-12.4
<b>SUBARU</b>	<b>2,673</b>	<b>1,035</b>	<b>3,708</b>	<b>2,484</b>	<b>1,011</b>	<b>3,495</b>	<b>7.6</b>	<b>2.4</b>	<b>6.1</b>
N.A. Built	1,098	176	1,274	1,255	231	1,486	-12.5	-23.8	-14.3
Japan Built	1,575	859	2,434	1,229	780	2,009	28.2	10.1	21.2
<b>MINI</b>	<b>1,606</b>	<b>1,664</b>	<b>3,270</b>	<b>1,479</b>	<b>947</b>	<b>2,426</b>	<b>8.6</b>	<b>75.7</b>	<b>34.8</b>
N.A. Built	554	228	782	666	295	961	-16.8	-22.7	-18.6
Japan Built	1,052	1,436	2,488	813	652	1,465	29.4	120.2	69.8
<b>TOTAL</b>	<b>79,237</b>	<b>36,104</b>	<b>115,341</b>	<b>72,351</b>	<b>30,929</b>	<b>103,280</b>	<b>9.5</b>	<b>16.7</b>	<b>11.7</b>
N.A. Built	48,576	21,407	69,983	48,885	16,274	65,159	-0.6	31.5	7.4
Japan Built	30,661	14,697	45,358	23,466	14,655	38,121	30.7	0.3	19.0

\* car sales include Mexican built

Source: AIAMC, DesRosiers Automotive Consultants Inc.

### Motor Vehicle Production in Canada

	Jan-Mar 2007	Jan-Mar 2006	% Change
<b>HONDA (HCM)</b>	99,965	98,308	1.7
<b>TOYOTA (TMMC)</b>	83,909	85,524	-1.9
<b>CAMI</b>	41,226	45,776	-9.9
<b>TOTAL</b>	<b>225,100</b>	<b>229,608</b>	<b>-2.0</b>

Source: JAMA Canada

### Motor Vehicle Exports from Canada

	Jan-Mar 2007	Jan-Mar 2006	% Change
<b>HONDA (HCM)</b>	78,428	73,687	6.4
<b>TOYOTA (TMMC)</b>	67,556	67,272	0.4
<b>CAMI</b>	34,093	37,326	-8.7
<b>TOTAL</b>	<b>180,077</b>	<b>178,285</b>	<b>1.0</b>

Source: JAMA Canada

### Vehicle Imports (Shipments) to Canada

	Jan-Mar 2007	Jan-Mar 2006	% Change
<b>JAPAN</b>	66,877	60,505	10.5
<b>U.S./MEXICO</b>	57,795	35,126	64.5
<b>TOTAL</b>	<b>124,672</b>	<b>95,631</b>	<b>30.4</b>

Source: JAMA, JAMA Canada

#### Continued from page 1... 1st Q results

Toyota Corolla, Matrix and Lexus RX350. CAMI in Ingersoll manufactures three models - two for General Motors: Chevrolet Equinox and Pontiac Torrent; and one for Suzuki: Suzuki XL7.

Motor vehicle exports from the above Canadian plants grew 1.0% in the first three months of 2007 to 180,077 units. Shipments from HCM rose 6.4% to 78,428 units, an export to production ratio of 78.5%. At TMMC, exports were up marginally at 67,556 units, an export ratio of 80.5% for the first quarter. CAMI shipped 34,093 units, down 8.7% from last year, an export ratio of 82.7%.

#### Vehicle Imports

While the majority of Canadian made vehicles are exported, automakers in Canada rely on imported vehicles from NAFTA, Europe and Asia to meet the diverse transportation needs of Canadian consumers. JAMA Canada members as a group imported 124,672 units during the first quarter, an increase of 30.4% compared to the same period in 2006. While shipments from Japan rose 10.5% to 66,877 units, imports from the US and Mexico (NAFTA) jumped 64.5% to 57,795 units in the first quarter. The rise in shipments from the US indicates a greater reliance on local sourcing within North America, a trend that is likely to continue as more capacity comes on stream over the next year.

## New President at Suzuki Canada



Suzuki Motor Corporation has announced the appointment of Mr. Seiichi Maruyama as the new President of Suzuki Canada Inc. effective April 20, 2007.

Mr. Maruyama joined Suzuki Motor Corporation in 1989 and worked in the Overseas Automobile Sales & Marketing Operations. He was assigned to the United Kingdom from 1998 to the end of 2002 as Commercial Director of Suzuki GB PLC.

Previously to his appointment in Canada, Mr. Maruyama had responsibilities for the Product, Brand and Network development as well as sales strategies for several countries in the EU with Suzuki's European Automobile Sales & Marketing Department.

Concurrent with Mr. Maruyama's move to Canada, Mr. Masafumi (Mark) Harano will be taking on new responsibilities as President – Automotive Operations at American Suzuki Motor Corporation in the US.

JAMA Canada extends a warm welcome to Mr. Maruyama and best wishes in his new responsibilities.

## Isuzu Commercial Truck Establishes Canadian Sales & Distribution Operation

Isuzu Motors Limited has announced the establishment of Isuzu Commercial Truck of Canada, Inc. (hereinafter called "ICTC") in Canada as a distributor of Isuzu commercial vehicles and parts.

The new company ICTC will import and sell Isuzu commercial vehicles and repair parts and provide services for them, with a view to strengthening the overall Isuzu sales and service network in Canada.

The new company is capitalized at 1 million Canada Dollar (approx. 100 million yen), 100% held by Isuzu Commercial Truck of America, Inc., Isuzu's subsidiary in the U.S.

Isuzu is now making aggressive efforts to boost and strengthen sales organizations, aiming to expand overseas sales of its commercial vehicles. For this purpose, Isuzu will try to further increase sales by establishing its own sales network in Canada in addition to the existing sales network of GMC W-Series dealers.

The new company will sell the N-Series (called "ELF" in Japan). The 2007 combined sales are projected to be approximately 1,000 units and, three years later, combined sales in 2010 are projected to be 2,000 units.

The vehicles will be imported by ICTC from the U.S. and marketed through the sales network of local dealers.

Isuzu will establish a commercial truck sales and service network in Canada, which will include its Class 3-5 LCF trucks this year. The OEM has formed Isuzu Commercial Truck of Canada (ICTC), with a goal of beginning sales in July.

"Establishing the Isuzu brand in Canada will give us the opportunity to offer great trucks in a growing market, giving customers more choices when it comes to selecting the right truck for their business," said a spokesman for the company.

### Outline of the new company

Company name	Isuzu Commercial Truck of Canada, Inc. (ICTC)
Established	April, 2007 (Start of sales: July 2007)
Location	Toronto, Ontario
Capital stock	1 million Canada dollar (100 million yen)
Shareholders	Isuzu Commercial Truck of America, Inc.: 100%
Main business	Import and sales of Isuzu vehicles and parts in Canada

### Outline of Isuzu Commercial Truck of America, Inc.

Established	May 2003
Location	California
Capital stock	25,500 US Dollars (approx. 3.10 million yen)
Shareholders	Isuzu: 80%; and Itochu Automobile America: 20%
Main business	North America Operations Control of Isuzu commercial vehicles, import and wholesale of the commercial vehicles, and import and supply of the components

Isuzu said its new network will offer Canadian customers direct sales and support. Previously Isuzu-built LCF vehicles were available in Canada only as GMC W-Series branded trucks.

The vehicles will be imported by ICTC from the U.S. and marketed through a sales network of local dealers, the company explained. ICTC is wholly owned by Isuzu Commercial Trucks of America Inc., the U.S. subsidiary of Isuzu Motors Limited in Japan. ICTC will be based in Toronto.

The Canadian commercial truck market for Class 3-7 is 16,000 units, of which the LCF segment is about 14%, ICTC said. GMC commercial dealers sold 700 units of the Isuzu product badged as GMC W-Series in 2006. ICTC said it will sell both gas- and diesel-powered versions of the line.

## Ontario Industry & Trade Minister visits Japan

Ontario Minister of Economic Development and Trade Sandra Pupatello recently made her first visit to Japan. She told a Japanese newspaper that she would like to see Ontario's long relationship with Japan strengthened through further Japanese investment. She visited a Tokyo incineration plant to learn about Japanese environmental technology that could be useful when Ontario builds new oil refineries.

Last year, the Ontario Government officially opened their International Marketing Centre within the Canadian Embassy in Tokyo under the leadership of Mr. Robert Ulmer.

## JAMA Canada sponsors 2007 AUTO21 Scientific Conference in Hamilton

JAMA Canada, together with Honda Canada and Toyota Canada, were Platinum Sponsors of the 2007 AUTO21 Scientific Conference that was held this year in Hamilton Ontario in conjunction with the Automotive Parts Manufacturers Association (APMA) 2007 Annual Exhibition and Conference.

AUTO21 is a national research initiative supported by the Government of Canada through the Networks of Centres of Excellence Directorate and more than 110 industry, government and institutional partners.

AUTO21 was formed to focus Canadian research expertise on the task of improving and enhancing the global competitiveness of the Canadian automotive industry. The Network currently supports over 265 top researchers working at more than 42 academic institutions, government research facilities and private sector research labs across Canada and around the world.

For more information on the 2007 Scientific Conference and AUTO21, go to [www.auto21.ca](http://www.auto21.ca).

## New Japanese Ambassador in Canada



On April 10, H.E. Ambassador Tsuneo Nishida presented his credentials to Her Excellency the Right Honourable Michaëlle Jean, Governor General of Canada.

In his inaugural message, Ambassador Nishida said, "There is no doubt that the Japan-Canada relationship is extremely strong, but it seems to me that there is the potential for us to work together in some areas to improve the relationship. I believe that by co-operating and working together, we can strengthen our relationship and make it more attractive than ever. That is why I would like to work to deepen the relationship between the people of Japan and Canada especially through youth exchange programs such as the JET Program and the Working Holiday Program."

"This year has been designated the "Canada-Japan Tourism Exchange Year," to mark the 120th anniversary since the inauguration of the first regular Pacific Sea route between Yokohama, Japan and Vancouver, Canada in 1887. Many events will be organized this year to create more opportunities for tourism interaction between our two countries."

"I am eager to make every effort to improve the Japan-Canada relationship at various levels with your cooperation, and will appreciate your understanding and cooperation with the Embassy of Japan."

JAMA Canada extends a warm welcome to Ambassador Nishida, and heartily supports the goal to strengthen the bilateral relationship between Japan and Canada.

## Federal Government Outlines New Plan for Regulating Fuel Consumption of Motor Vehicles in Canada

In April, the Government of Canada announced a new plan called 'Turning the Corner' to address greenhouse gas emissions (GHG) and air pollution. This included an announcement confirming an earlier proposal to regulate fuel consumption of new motor vehicles in Canada. Key aspects of the plan include:

- mandatory targets on industry to achieve a goal of an absolute reduction of 150 megatonnes in greenhouse gas emissions by 2020.
- targets on industry so that air pollution from industry is cut in half by 2015.
- regulate the fuel efficiency of cars and light duty trucks, beginning with the 2011 model year.
- more stringent energy efficiency standards for a number of energy-using products, including light bulbs

While the auto sector and the Canadian Government have a long history of successful voluntary agreements with respect to fuel consumption and vehicle emissions, JAMA Canada members are pleased that a clear consultative process has been established in advance of the new regulations, and that Canadian government will seek a harmonized solution with the US towards a dominant North American standard.

"As part of a broader transportation policy package, a mandatory fuel-efficiency standard, beginning with the 2011 model year, will be developed through a process that will involve input from all the stakeholders, and it will be published by the end of 2008. It will be designed for Canada to maximize our environmental and economic benefits and will be benchmarked against a stringent, dominant North American standard.

"There is currently a Memorandum of Understanding between the auto industry and the government, with a target of 5.3 Mt of greenhouse gas emissions reductions by 2010. The government will build on this 2005 agreement in establishing its ambitious regulated fuel-efficiency standard. These new regulations will be developed and implemented under the Motor Vehicle Fuel Consumption Standards Act.

"The government recognizes that the auto industry operates in an integrated North American market. The government will establish a standard that is achievable within the North American market and that will ensure sustained reductions in greenhouse gas emissions following completion of the 2005-2010 MOU. The level of this standard will be determined through the normal regulatory process, including consultation with the automotive industry and other stakeholders. The government has already started consultations with the auto industry and intends to pursue further consultations.

"The federal government intends to work in close collaboration with the U.S. government pursuing the concept of a Clean Auto Pact, towards establishing an environmentally ambitious North American regulatory standard for cars and light duty trucks."



## Consumer Reports 2007 Top Ten Models

In April, Consumer Reports released their top picks for 2007 in ten categories. For the first time all ten were Japanese brand vehicles.

Among the ten vehicles, three are currently made in North America: the Honda Civic is built in Canada, the Honda Accord and Toyota Sienna are built in the US. In 2008, the Toyota RAV4 will be manufactured at a new plant in Woodstock.

### Consumer Reports 2007 Top Ten Models

Category	Model
Small Sedan	Honda Civic
Family Sedan	Honda Accord
Small SUV	Toyota RAV4
Fun to drive	Mazda MX-5 Miata
Minivan	Toyota Sienna
Midsize SUV	Toyota Highlander Hybrid
Budget Car	Honda Fit
Luxury Sedan	Infiniti M35
Green Car	Toyota Prius
Upscale Sedan	Infiniti G35

## Hokuto North America to set up facility in Tillsonburg

According to local media, Hokuto North America has leased a former Magna plant in Tillsonburg and will start making a new assembly line for CAMI Automotive later in the year. The plant is expected to have about 30 employees.

"We are extremely excited to welcome Hokuto to our community, to join the growing list of other quality local industries who see tremendous value in the people and infrastructure of our community," said Tillsonburg Mayor Stephen Molnar. "And I am proud to embrace the spirit of co-operation and friendship that has developed in welcoming this new foreign investment to our community."

Hokuto North America Inc. is a division of the Hokuto Corporation from Komaki, Aichi, Japan, and will provide assembly line equipment, design services, systems verification and digital engineering to the automobile industry.

Currently, there are 56 Japanese affiliated parts related facilities in Canada, most of which are in south western Ontario. There are 41 OE parts operations and another 15 making materials, assembly line machinery, as well as tools/dies/molds for the Canadian auto industry. Parts related employment is about 15,700 altogether. Several new plants are under development and will be operational in 2008 to coincide with the start-up of Toyota's assembly plant in Woodstock and the Honda of Canada Manufacturing 4 cylinder engine plant in Alliston.

News from JAMA Japan:

## Senior Drivers' and Safe-Driving Programs Will Take Place at 67 Locations Nationwide, from Hokkaido to Kyushu

*One-Day, Hands-On Programs Teach Skills to Help Reduce Road Accident Occurrence*

The Japan Automobile Manufacturers Association (JAMA), the Japan Automobile Federation (JAF) and the Japan Traffic Safety Association (JTSA) are again jointly sponsoring the JAMA/JAF/JTSA Senior Drivers' Program and the JAMA/JAF/JTSA Safe-Driving Program throughout Japan. Drivers who have held a driver's license for at least one year are eligible to enroll in these one-day sessions that train participants in practical safe-driving skills.

### Road Accident Trends in 2006: More Elderly Persons Involved in Accidents

Road fatalities in Japan in 2006 totalled 6,352 - 519 fewer than in the previous year and the first drop below 6,500 since 1955. The roughly 890,000 road accidents represented a decrease of 5.0% from 2005, while the number of accident-related injuries was also down, by 5.1%, to a total of 1.10 million, marking declines in both these categories for the second consecutive year.

Road fatalities involving "seniors" (aged 65 years or older) totalled 2,809, or 115 fewer than in 2005, but the share of elderly persons in total road fatalities rose to 44.2%, up 1.6% from the previous year. According to the National Police Agency, the number of drivers'-license holders aged 65 or older meanwhile rose by about 620,000 persons to a total of 10.38 million drivers - the first time ever for that figure to exceed the 10-million mark.

Against this backdrop, the sponsors hope that, through the conduct of the two nationwide programs, more and more drivers will adopt safe-driving practices that will contribute to a further decline in road accident occurrence in Japan.

### Overview of the JAMA/JAF/JTSA Senior Drivers' Program:

Launched in 1996, the Senior Drivers' Program enables elderly drivers to become more aware of their own driving habits and limitations and to develop safe-driving skills. Targeting drivers aged 65 or older but open to drivers who are at least 50, the program boasts a cumulative participation, in a total of 177 locations, of 3,890 persons, many of whom last year expressed surprise at how slow their reactions as drivers had become (for example, in braking) and said that the program was very valuable in helping them to rethink their own driving habits.

The program's content covers matters that can be especially problematic for elderly people, including vehicle safety checks, driving posture, blind spots, air bag deployment, braking on slippery surfaces, right-hand turns at intersections, and crossing intersections in poor visibility. Hands-on sessions are followed up with question-and-answer periods between participants and instructors.

The 2007 Senior Drivers' Program will be conducted in 32 locations from Hokkaido to Kyushu.

## Overview of the JAMA/JAF/JTSA Safe-Driving Program:

The Safe-Driving Program has been conducted since 1991 and is open to any driver, regardless of age, who has held a driver's license for at least one year. The program enables drivers to advance their understanding of vehicle characteristics, performance limits and other factors, in order to improve their safe-driving skills. It also promotes a better awareness of the need to adopt safe-driving practices. By the end of 2006, this program had been held in a total of 319 locations with about 8,500 participants, one of whom commented that the program was very helpful in making him aware, for example, of the difficulty in coming to a halt on a slippery road surface and of the importance of rear-seat safety belt use.

## Outline for the 40th Tokyo Motor Show 2007

The Japan Automobile Manufacturers Association will hold the 40th Tokyo Motor Show 2007 at Makuhari Messe in Chiba City for 17 days from October 26th (Friday) through November 11th (Sunday) this year. The show will be opened to the public from October 27th (Saturday). There are two press days, October 24th (Wednesday) and 25th (Thursday). The Special Guest Day (Opening Ceremony) will be on October 26th (Friday).



The theme this year is "Catch the News, Touch the Future." Vehicles from all over the world that provide our lives with diversified joy and excitement in addition to a focus on the environment, safety and comfort will gather at the Tokyo Motor Show. This theme directly expresses that this show is the place to encounter exciting and thrilling vehicles, while also expressing the show organizer's wish to convey the "joy and meaning of

coming to the show."

Exhibitors lined up at this point include 4 governments (including Canada), 1 organization, and 242 companies from 11 countries and 1 region. This is an increase of two companies compared to the previous show (39th show in 2005, Passenger Cars and Motorcycles). Besides using all of the Makuhari Messe facilities, outdoor exhibits will be set up for exhibition space. This will be 11% larger than the 39th show.

The new integrated show making its debut this year will encompass passenger cars, motorcycles, commercial vehicles, commercial vehicle bodies, parts, as well as machinery and tools etc., and will be held every other year hereafter. The Tokyo Motor Show aims to provide the maximum amount of information, all in one compact space where cutting-edge products and technologies gather, including many world premieres across a wide range of automotive categories.

One of the basic policies of JAMA activities is to materialize and appeal the dreams, joy, and wonder of cars. From this perspective,

upgraded special events that involve audience participation and experiences will be offered to generate excitement about vehicles, such as five types of test ride programs where visitors can actually come in contact with cars. The entertainment aspect will be heightened so that a wide range of visitors including women and youth, as well as families, can enjoy a full day at the show. Services for visitors have also been enhanced by introducing an official travel agency and making the online ticket system "E-tix." available.

For further information visit the website at:  
[www.tokyo-motorshow.com](http://www.tokyo-motorshow.com).



## Final Print Edition of Auto Quarterly

Due to the rising costs of producing and distributing newsletters in print format, and as a way to reduce our consumption of paper, JAMA Canada has decided to discontinue the print edition of the Auto Quarterly. This will be the final issue. However, we will continue to publish a digital edition that will be available on our website – [www.jama.ca](http://www.jama.ca).

If you would like to receive the Auto Quarterly by email, please send your email address to [AQnews@jama.ca](mailto:AQnews@jama.ca). We also welcome any questions or comments on the newsletters or any other information on our website. Thank you for your continuing interest in JAMA Canada.

## Motor Vehicle Industry in Japan

Passenger Cars, Trucks, Buses		TOTAL
PRODUCTION <sup>1</sup>	Jan-Mar 2007	2,986,147
	Jan-Mar 2006	2,969,172
	% change	0.6
EXPORTS <sup>2</sup>	Jan-Mar 2007	1,578,534
	Jan-Mar 2006	1,414,785
	% change	11.6
SALES/ REGISTRATIONS <sup>3</sup>	Jan-Mar 2007	1,643,815
	Jan-Mar 2006	1,764,822
	% change	-6.9
IMPORT VEHICLE SALES <sup>4</sup>	Jan-Mar 2007	65,027
	Jan-Mar 2006	70,886
	% change	-8.3

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