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16. Abstract <p>In response to specific task statements, basic statistical data are provided on the Japanese Automotive industry, specific governmental and other policies related to that industry are described, and a brief evaluation of the climate for investment in Japan by foreign companies is made. As these tasks are structured to provide source data for other DOT reports, Volume I is primarily a summary, and much of the information is contained in draft tables and figures in the Volume II Appendix.</p> <p>Some of the most significant findings include:</p> <ul style="list-style-type: none"> <li>● There is strong unanimity regarding national goals, but not for the policies by which they are achieved.</li> <li>● The social, business, financial, labor, and similar sectors are all dedicated to maintaining a stable, growing economy.</li> <li>● Government, industry, labor, and financial interest interact in a much more supportive (but pragmatic) mode than in the United States.</li> <li>● There are essentially no formal government support or protective measures presently in effect that promote Japan's automotive industry. This was certainly not the case in the past, and intervention should be expected in the future if the industry were to face serious problems.</li> <li>● The single most important political and social pressure is to maintain employment levels.</li> </ul>					
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I BASIC STATISTICS ON  
JAPANESE MOTOR VEHICLE INDUSTRY

# Japan Motor Vehicle Export to Major Countries

No.

1-1

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
								(UNIT)		
U. S. A	422,462 39.2	813,779 46.0	838,958 42.9	823,041 40.0	999,577 38.4	919,949 34.6	1,370,445 37.1	1,714,571 39.6	1,892,537 41.4	2,072,666 45.8
passenger	323,671	653,695	590,150	583,861	683,580	711,902	1,050,685	1,339,023	1,408,669	1,546,740
USA	44.6	50.3	41.9	40.2	39.6	39.0	41.4	45.3	46.3	49.9
Total	76.6	80.3	70.3	70.9	68.4	77.4	76.7	78.1	74.4	74.6
passenger										
Exp. to US										
cap > 500 cc	323,669	653,694	590,149	583,861	683,578	711,901	1,050,685	1,339,022	1,408,669	1,546,740
	45.2	50.8	42.2	40.4	39.8	39.1	41.5	45.4	46.4	50.1
	76.6	80.3	70.3	70.9	68.4	77.4	76.7	78.1	74.4	74.6
cap ≤ 500 cc	2	1	1	—	2	1	—	1	—	1
	neg	neg	neg	—	neg	neg	—	neg	—	neg
	neg	neg	neg	—	neg	neg	—	neg	—	neg
truck	98,793	160,084	248,808	239,180	315,997	208,047	319,760	375,548	483,868	525,926
	28.1	34.1	45.5	39.5	36.1	25.0	27.7	27.4	31.7	37.0
	23.4	19.7	29.7	29.1	31.6	22.6	23.3	21.9	25.6	25.4
cap. > 2000 cc	8,786	9,963	14,898	9,459	9,444	9,439	10,011	27,052	40,846	59,387
	13.5	12.6	18.9	10.9	6.2	5.6	5.1	10.2	13.0	21.5
	2.1	1.2	1.8	1.1	0.9	1.0	0.7	1.6	2.2	2.9

Japan Motor Vehicle Export to Major Countries

No.

1-2

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
500cc < Cap ≤ 2000cc	88,706	149,582	231,722	229,060	306,553	198,606	309,745	348,411	443,022	466,524
	32.5	39.5	50.6	45.2	43.1	30.9	34.9	34.1	38.6	42.1
	2.1.0	18.4	27.6	27.8	30.7	21.6	22.6	20.3	23.4	22.5
cap ≤ 500cc	1,301	539	2,188	661	—	2	4	85	—	15
	9.4	4.6	19.8	5.3	—	neg	neg	0.1	—	neg
	0.3	0.1	0.3	0.1	—	neg	neg	neg	—	neg
U.K	5,153	21,816	86,478	88,796	96,193	122,801	134,789	176,125	168,880	213,256
	0.5	1.2	4.4	4.3	3.7	4.6	3.9	4.1	3.7	4.7
passenger	5,017	21,140	77,152	80,242	87,810	115,077	116,514	150,591	143,116	175,739
	0.7	1.6	5.5	5.5	5.1	6.3	4.6	5.1	4.7	5.7
	97.4	96.9	89.2	90.4	91.3	93.7	86.4	85.5	84.7	82.4
cap. > 500cc	5,010	21,140	77,152	80,242	87,808	115,077	116,514	150,591	143,116	175,739
	0.7	1.6	5.5	5.6	5.1	6.3	46.0	5.1	4.7	5.7
	97.2	96.9	89.2	90.4	91.3	93.7	86.4	85.5	84.7	82.4
cap ≤ 500cc	7	—	1	—	2	—	—	—	—	—
	0.1	—	neg	—	neg	—	—	—	—	—
	0.1	—	neg	—	neg	—	—	—	—	—

Japan Motor Vehicle Export to Major Countries

No. 1-3

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Truck	136	676	9,326	8,554	8,383	7,724	18,275	25,537	25,764	37,517
	neg	0.1	1.7	1.4	1.0	0.9	1.6	1.9	1.7	2.6
	2.6	3.1	10.8	9.6	8.7	6.3	13.6	14.5	15.3	17.6
cap. > 2000 cc	—	—	8	32	34	470	—	1,645	2,100	3,236
	—	—	neg	neg	neg	0.3	—	0.6	0.7	1.2
	—	—	neg	neg	neg	0.4	—	0.9	1.2	1.5
500 < cap ≤ 2000 cc	136	676	9,318	8,522	8,347	7,250	14,901	21,367	21,662	30,288
	neg	0.2	2.0	1.7	1.2	1.1	1.7	2.1	1.9	2.7
	2.6	3.1	10.8	9.6	8.7	5.9	11.1	12.1	12.8	14.2
cap. ≤ 500 cc	—	—	2	—	2	4	3,374	5,525	2,002	3,993
	—	—	neg	—	neg	neg	4.8	3.1	3.1	9.8
	—	—	neg	—	neg	neg	2.5	1.4	1.2	1.9



Japan Motor Vehicle Export to Major Countries

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
France	1,532 0.1	4,362 0.2	10,773 0.6	17,276 0.8	14,971 0.6	27,677 1.0	75,311 2.0	45,488 1.1	38,178 0.8	56,712 1.3
passenger	1,519 0.2 99.2	4,279 0.3 98.1	10,588 0.8 98.3	16,710 1.2 96.7	14,322 0.8 95.7	26,447 1.4 95.6	72,124 2.8 95.8	41,920 1.4 92.2	32,236 1.1 84.4	47,557 1.5 83.9
cap > 500cc	861 0.1 56.2	3,839 0.3 88.0	10,588 0.8 98.3	16,710 1.2 96.7	14,322 0.8 95.7	26,447 1.5 95.6	72,124 2.8 95.8	41,920 1.4 92.2	32,236 1.1 84.4	47,557 1.5 83.9
cap ≤ 500cc	658 6.5 43.0	440 3.4 10.1	— — —	— — —	— — —	— — —	— — —	— — —	— — —	— — —
Truck	13 Neg 0.8	83 Neg 1.9	185 neg 1.7	566 0.1 3.3	649 0.1 4.3	1,230 0.1 4.4	3,187 0.3 4.2	3,568 0.3 7.8	5,942 0.4 15.6	9,155 0.6 16.1
cap > 2000cc	1 Neg 0.1	4 Neg 0.1	69 0.1 0.6	151 0.2 0.9	526 0.3 3.5	319 0.2 1.2	695 0.4 0.9	1,454 0.5 3.2	2,124 0.7 5.6	2,641 1.0 4.7



# Japan Motor Vehicle Export to Major Countries

No. 1-6.

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Truck	1	1	496	855	330	59	931	1,160	4,084	8,405
	neg	neg	0.1	0.1	neg	neg	0.1	0.1	0.3	0.6
	0.2	neg	2.9	2.6	1.7	0.1	1.7	1.7	3.3	4.5
Cap 7200 cc	—	1	3	7	1	—	206	374	1,378	714
	—	neg	neg	neg	neg	—	0.1	0.1	0.4	0.3
	—	neg	neg	neg	neg	—	0.4	0.5	1.1	0.4
500 cc < Cap ≤ 2000 cc	—	—	493	848	329	59	725	786	2,705	7,690
	—	—	0.1	0.2	0.2	neg	0.1	0.7	0.2	0.7
	—	—	2.9	2.5	1.7	0.1	1.3	1.1	2.2	4.1
Cap ≤ 500 cc	1	—	—	—	—	—	—	—	1	1
	neg	—	—	—	—	—	—	—	neg	neg
	0.2	—	—	—	—	—	—	—	neg	neg
Italy	411	500	1,234	910	656	1,617	2,624	1,513	1,832	2,430
	neg	neg	0.1	neg	neg	0.1	0.1	neg	neg	0.1
passenger	405	443	1,101	815	479	1,077	1,939	801	1,138	1,600
	0.1	neg	0.1	0.1	neg	0.1	0.1	neg	neg	neg
	98.5	88.6	89.2	89.6	73.0	66.6	73.9	52.9	62.1	65.8

# Japan Motor Vehicle Export to Major Countries

No. 1-7

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
cap. > 500 cc	405	443	1,001	815	477	1,077	1,939	801	1,138	1,600
	0.1	neg	0.1	0.1	neg	19.8	41.6	8.1	20.7	13.7
	98.5	88.6	81.1	89.2	72.7	66.6	73.9	52.9	62.1	65.8
cap ≤ 500 cc	—	—	100	—	2	—	—	—	—	—
	—	—	1.2	—	neg	—	—	—	—	—
	—	—	8.1	—	0.3	—	—	—	—	—
Truck	6	57	133	95	177	540	685	712	694	830
	neg	neg	neg	neg	neg	0.1	0.1	0.1	neg	0.1
	1.5	11.4	10.8	10.4	27.0	3.3	26.1	47.1	37.9	36.9
cap > 2000 cc	2	32	130	63	128	471	585	534	506	485
	neg	neg	0.2	0.1	0.1	0.3	0.3	0.2	0.2	0.2
	0.5	6.4	10.5	6.9	19.5	29.1	22.3	35.3	27.6	
500 < Cap ≤ 2000 cc	—	—	3	16	41	69	100	177	187	345
	—	—	neg	neg	neg	neg	neg	neg	neg	neg
	—	—	0.2	1.8	6.3	4.3	3.8	11.7	10.2	20.0
cap ≤ 500 cc	4	25	—	16	8	—	—	1	1	—
	neg	0.2	—	0.1	neg	—	—	neg	neg	—
	1.0	5.0	—	1.8	1.2	—	—	0.1	0.1	—

## Japan Motor Vehicle Export to Major Countries

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Sweden	1,269 0.1	4,444 0.3	9,808 0.5	10,334 0.5	19,770 0.8	15,528 0.6	32,272 0.9	27,388 0.6	17,061 0.4	28,938 0.6
passenger	1,141 0.2 89.9	4,135 0.3 93.0	9,279 0.7 94.6	9,837 0.7 95.2	18,641 1.1 94.3	15,012 0.8 96.7	30,468 1.2 94.4	26,147 0.9 95.5	15,735 0.5 92.2	26,222 0.8 90.6
cap. > 500 cc	1,141 0.2 89.9	4,135 0.3 93.0	9,276 0.7 94.6	9,837 0.7 95.2	18,641 1.1 94.3	15,012 0.8 96.7	30,468 1.2 94.4	26,147 0.9 95.5	15,735 0.5 92.2	26,222 0.8 90.6
cap. ≤ 500 cc	— — —	— — —	3 neg neg	— — —	— — —	— — —	— — —	— — —	— — —	— — —
truck	128 neg 10.1	309 0.1 7.0	529 0.1 5.4	497 0.1 4.8	1,129 0.1 5.7	516 0.1 3.3	1,804 1.6 5.6	1,241 0.1 4.5	1,326 0.1 7.8	2,716 0.2 9.4
cap > 2000 cc	1 neg 0.1	— — —	2 neg neg	— — —	1 neg neg	— — —	— — —	342 0.1 1.2	843 0.3 4.9	998 0.4 3.4

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
500cc < Cap < 2000 cc	127	309	526	497	1,128	516	1,802	899	483	1,718
	neg	0.1	0.1	0.1	0.2	0.1	0.2	0.1	neg	0.2
	10.6	7.0	5.4	4.8	5.7	3.3	5.6	3.3	5.3	5.9
Cap ≤ 500 cc	—	—	1	—	—	—	2	—	—	—
	—	—	neg	—	—	—	neg	—	—	—
	—	—	neg	—	—	—	neg	—	—	—

# Japan Motor Vehicle Export to Major Countries

No. 1-10

Date

Source: "Automobile Statistical Annual 1980" JAMA

NOTE: Figures in parentheses represent as follows:

Example

USA 422,462 (UNIT)  
(39.2) →  $\frac{\text{Export volume to US}}{\text{Total Export volume}}$

passenger 323,671 (UNIT)  
(44.6) →  $\frac{\text{total export volume of passenger cars to US}}{\text{Total Export volume of passenger cars}}$

(76.6) →  $\frac{\text{export of passenger cars to U.S. A}}{\text{Export volume to USA}}$

# Japan Motor Vehicle Export by Region

UNIT

No. 2-1

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
South East Asia	142,998 (13.3)	160,323 (9.1)	158,029 (8.1)	214,467 (10.4)	284,770 (10.9)	283,311 (10.6)	347,414 (9.4)	461,978 (10.7)	538,823 (11.8)	387,656 (8.6)
passenger	69,108	78,367	78,529	105,486	114,418	102,806	137,977	176,056	207,605	162,782
$\frac{\text{Exp. to SEA}}{\text{Total Export}}$	9.5	6.0	5.6	7.3	6.6	5.6	5.4	6.0	6.8	5.2
$\frac{\text{Passenger Exp. to SEA}}{\text{Exp. to SEA}}$	48.3	48.9	49.7	49.2	40.2	36.3	39.7	38.1	38.5	42.0
Capacity > 500cc	63,884	72,069	74,996	101,003	107,666	99,371	135,683	171,920	206,000	162,453
$\frac{\text{Exp. to SEA}}{\text{Total Exp.}}$	8.9	5.6	5.4	7.0	6.3	5.5	5.4	5.8	6.8	5.3
$\frac{\text{Cap. > 500cc Exp. to SEA}}{\text{Exp. to SEA}}$	44.7	45.0	47.5	47.1	37.8	35.1	39.1	37.2	38.2	41.9
Capacity ≤ 500cc	5,224	6,298	3,533	4,483	6,752	3,435	2,294	4,136	1,605	329
$\frac{\text{Exp. to SEA}}{\text{Total Exp.}}$	51.5	48.6	42.8	60.3	70.0	63.0	49.2	41.7	29.3	2.8
$\frac{\text{Exp. ≤ 500cc}}{\text{Exp. to SEA}}$	3.7	3.9	2.2	2.1	2.4	1.2	0.7	0.9	0.3	neg
Truck	73,890	81,956	79,500	108,981	170,352	180,505	209,437	285,922	331,218	224,874
$\frac{\text{Exp. to SEA}}{\text{Total Exp.}}$	21.0	17.5	14.5	18.0	19.5	21.7	18.2	20.9	21.7	15.8
$\frac{\text{Truck Exp. to SEA}}{\text{Exp. to SEA}}$	51.7	51.1	50.3	50.8	59.8	63.7	60.3	61.9	61.5	58.0
Capacity > 2000cc	24,058	31,131	26,532	34,003	62,323	53,141	56,158	78,787	99,563	64,997
$\frac{\text{Exp. to SEA}}{\text{Total Exp.}}$	36.9	39.3	33.7	39.1	41.1	31.6	28.9	29.7	31.6	23.6
$\frac{\text{Truck Exp. to SEA}}{\text{Exp. to SEA}}$	16.8	19.4	16.8	15.9	21.9	18.8	16.2	17.1	18.5	16.8



Japan Motor Vehicle Export by Region

No. 2-2

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
500 < cap ≤ 2000 cc	40,651	42,867	47,415	67,965	94,985	113,679	122,900	164,319	196,218	140,505
	14.9	11.3	10.4	13.4	13.6	17.7	13.8	16.1	17.1	12.7
	28.4	26.7	30.0	31.7	33.4	40.1	35.4	35.6	36.4	36.2
cap. ≤ 500 cc	9,181	7,958	5,553	7,013	13,044	13,685	30,379	42,816	35,437	19,372
	66.1	68.4	50.3	55.8	58.3	62.0	43.4	52.4	52.4	47.7
	6.4	5.0	3.5	3.3	4.6	4.8	8.7	9.3	6.6	5.0
Middle East & Africa	136,230	201,430	180,906	220,926	346,348	453,488	623,378	689,785	707,152	599,925
	12.6	11.4	9.3	10.7	13.3	17.0	16.9	15.9	15.5	13.3
passenger	49,787	85,621	91,532	112,348	166,690	184,193	258,979	297,542	311,041	259,944
	6.9	6.6	6.5	7.7	9.6	10.1	10.2	10.1	10.2	8.4
	36.5	42.5	50.6	50.9	48.1	40.6	41.5	43.1	44.0	43.3
capacity > 500 cc	49,185	84,485	90,193	111,543	165,280	183,405	257,862	296,820	310,554	259,390
	6.9	6.6	6.4	7.7	9.6	10.1	10.2	10.1	10.2	8.4
	36.1	41.9	49.9	50.5	47.7	40.4	41.4	43.0	43.9	43.2
capacity ≤ 500 cc	602	1,136	1,339	805	1,410	788	1,117	722	487	554
	5.9	8.8	16.2	10.8	14.6	14.5	24.0	7.3	8.9	4.7
	0.4	0.6	0.7	0.4	0.4	0.2	0.2	0.1	0.1	0.1

Japan Motor Vehicle Export by Region

No. 1-3

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
truck	86,443	115,809	89,374	108,578	179,658	269,295	364,399	392,243	396,111	339,981
	24.6	24.7	16.3	17.9	20.5	32.3	31.6	28.6	25.9	23.9
	63.5	57.5	49.4	49.1	51.9	59.4	58.5	56.9	56.0	56.7
capacity > 2000 cc	11,071	13,221	13,231	16,160	35,524	58,877	67,787	80,885	89,007	79,804
	17.0	16.7	16.8	18.6	23.4	35.0	34.9	30.5	28.2	28.9
	8.1	6.6	7.3	7.3	10.3	13.0	10.9	11.7	12.6	13.3
500 < cap ≤ 2000 cc	73,943	101,403	75,154	90,174	139,322	204,564	272,292	287,675	290,695	255,559
	27.1	26.8	16.4	17.8	19.9	31.8	30.6	28.1	25.3	23.1
	54.3	50.3	41.5	40.8	40.2	45.1	43.7	41.7	41.1	42.6
cap. ≤ 500 cc	1,429	6,185	989	2,244	4,812	5,854	24,320	23,683	16,409	4,618
	10.3	10.2	9.0	17.8	21.5	26.5	34.8	29.0	25.4	11.4
	1.0	0.6	0.5	1.1	1.4	1.3	3.9	3.4	2.3	0.8

Japan Motor Vehicle Export by Region

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Central & South <del>Africa</del> <sup>America</sup>	79,048 7.3	113,805 6.4	118,745 6.1	121,111 5.9	153,482 5.9	140,755 5.3	183,701 5.0	269,544 6.2	232,388 5.1	204,115 4.5
passenger	45,588 6.3 57.7	70,892 5.5 62.3	75,870 5.4 63.9	71,538 4.9 59.1	84,453 4.9 55.0	75,751 4.1 53.8	103,399 4.1 56.3	142,582 4.8 52.9	118,122 3.9 50.8	113,158 3.6 55.4
capacity >500cc	45,461 6.4 57.5	70,506 5.5 62.0	75,535 5.4 63.6	71,167 4.9 58.8	83,832 4.9 54.6	75,439 4.1 53.6	103,029 4.1 56.1	139,525 4.7 51.8	116,413 3.8 50.1	104,265 3.4 51.1
capacity ≤500cc	127 1.3 0.2	386 3.0 0.3	335 4.1 0.3	371 5.0 0.3	621 6.4 0.4	312 5.7 0.2	370 7.9 0.2	3,057 30.9 1.1	1,709 31.2 0.7	8,893 76.1 4.4
Truck	33,460 9.5 42.3	42,913 9.1 37.7	42,875 7.8 36.1	49,573 8.2 40.9	69,029 7.9 45.0	65,004 7.8 46.2	80,302 7.0 43.7	126,962 9.3 47.1	114,266 7.5 49.2	90,957 6.4 44.6
capacity >2000cc	11,304 17.3 14.3	14,892 18.8 13.1	13,521 17.2 11.4	15,632 10.3 12.9	23,250 15.3 15.1	24,845 14.8 17.7	27,799 14.3 15.1	38,929 14.7 14.4	37,677 11.9 16.2	25,305 9.2 12.4

Japan Motor Vehicle Export by Region

No. 2-5

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Truck										
500 < cap. ≤ 2000 cc	20,906	26,714	27,844	32,565	44,146	39,052	50,662	82,481	69,815	57,509
	7.7	7.1	6.1	6.4	6.3	6.1	5.7	8.1	6.1	5.2
	26.4	23.5	23.4	26.9	28.8	27.7	27.6	30.6	30.0	28.2
cap. ≤ 500 cc	1,250	1,307	1,510	1,376	1,633	1,107	1,841	5,552	6,774	8,143
	9.0	11.2	13.7	10.9	7.3	5.0	2.6	6.8	10.5	20.1
	1.6	1.1	1.3	1.1	1.1	0.8	1.0	2.1	2.9	4.0
North America	495,608	946,951	1,004,813	913,958	1,137,997	1,003,954	1,498,224	1,854,564	2,029,553	2,146,266
	46.0	53.5	51.4	44.4	43.7	37.7	40.6	42.8	44.4	47.4
passenger	388,681	770,417	733,203	659,043	795,567	785,365	1,162,066	1,464,232	1,528,237	1,607,644
	53.6	59.3	52.1	45.4	46.1	43.0	45.8	49.5	33.4	35.5
	78.4	81.4	73.0	72.1	69.9	78.2	77.6	79.0	75.3	74.9
cap. > 500 cc	388,679	770,416	733,202	659,043	795,567	785,364	1,162,066	1,464,231	1,528,237	1,607,643
	54.3	59.9	52.4	45.7	46.3	43.1	45.9	49.7	50.3	52.0
	78.4	81.4	73.0	72.1	69.9	78.2	77.6	79.0	75.3	74.9
cap. ≤ 500 cc	2	1	1	—	2	1	—	1	—	1
	neg	neg	neg	—	neg	neg	—	neg	—	neg
	neg	neg	neg	—	neg	neg	—	neg	—	neg

Japan Motor Vehicle Export by Region

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Truck	106,927	176,534	271,610	254,915	342,428	218,589	336,158	390,332	501,316	538,622
	30.4 21.6	37.6 18.6	49.6 27.0	42.1 27.9	39.1 30.1	26.2 21.8	29.2 22.4	28.5 21.0	32.8 24.7	37.8 25.1
cap. > 2000 cc	9,233	10,783	15,752	10,215	10,636	10,706	11,299	30,188	43,488	61,176
	14.2 1.9	13.6 1.1	20.0 1.6	11.7 1.1	7.0 0.9	6.4 1.1	5.8 0.7	11.4 1.6	13.8 2.1	22.2 2.9
500 cc < cap ≤ 2000 cc	96,383	165,210	253,670	244,039	331,790	207,881	324,855	360,059	457,828	477,431
	35.4 19.4	43.6 17.4	55.4 25.2	48.2 26.7	47.4 29.2	32.3 20.7	36.6 21.7	35.2 19.4	39.9 22.6	43.1 22.2
cap ≤ 500 cc	1,311	541	2,188	661	2	2	4	85	-	15
	9.4 0.3	4.7 0.1	19.8 0.2	5.3 0.1	neg neg	neg neg	neg neg	0.1 neg	-	neg neg
Oceania	96,824	131,274	123,887	181,927	291,214	249,794	331,257	292,627	315,943	230,479
	9.0	7.4	6.3	8.8	11.2	9.4	9.0	6.8	6.9	5.1
passenger	70,897	101,214	97,977	142,874	225,398	196,077	242,733	214,718	227,464	149,499
	9.8 73.2	7.8 77.1	7.0 79.1	9.8 78.5	13.0 77.4	10.7 78.5	9.6 73.3	7.3 73.4	7.5 72.0	4.8 64.9
cap > 500 cc	68,856	98,299	95,676	141,195	224,728	195,712	242,468	214,489	227,334	149,350
	9.6 71.1	7.6 74.9	6.8 77.2	9.8 77.6	13.1 77.2	10.7 78.3	9.6 73.2	7.3 73.3	7.5 72.0	4.8 64.8

Japan Motor Vehicle Export by Region

No. 2-7.

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
passenger cap ≤ 500 cc	2,041	2,915	2,301	1,679	670	365	265	229	130	149
	20.1	22.5	27.9	22.6	6.9	6.7	5.7	2.3	2.4	1.3
	2.1	2.2	1.9	0.9	0.2	0.1	0.1	0.1	neg	0.1
Truck	25,927	30,060	25,910	39,053	65,816	53,717	88,524	77,909	88,479	80,980
	7.4	6.4	4.7	6.4	7.5	6.4	7.7	5.7	5.8	5.7
	26.8	22.9	20.9	21.5	22.6	21.5	26.7	26.6	28.0	35.1
cap. > 2000 cc	8,056	7,488	6,932	8,944	16,868	15,651	24,996	24,752	28,651	23,889
	12.4	9.4	8.8	10.3	11.1	9.3	12.9	9.3	9.1	8.7
	8.3	5.7	5.6	4.9	5.8	6.3	7.5	8.5	9.1	10.4
500 < cap ≤ 2000 cc	17,351	22,027	18,400	29,163	46,713	37,586	55,265	47,855	58,210	56,223
	6.4	5.8	4.0	5.8	6.7	5.8	6.2	4.7	5.1	5.1
	17.9	16.8	14.9	16.0	16.0	15.0	16.7	16.4	18.4	24.4
cap ≤ 500 cc	528	545	578	946	2,235	480	8,263	5,302	1,618	868
	3.7	4.7	5.2	7.5	10.0	2.2	11.8	6.5	2.5	2.1
	0.5	0.4	0.5	0.5	0.8	0.2	2.5	1.8	0.1	0.4

# Japan Motor Vehicle Export by Region

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Europe	126,264 11.7	214,776 12.1	367,975 18.8	404,255 19.7	388,051 14.9	528,401 19.9	706,439 19.1	759,600 17.5	745,292 16.3	956,214 21.1
passenger	101,516 14.0 80.4	192,837 14.8 89.8	330,220 23.5 89.7	359,571 24.8 88.9	340,842 19.7 87.8	482,992 26.4 91.4	633,889 25.0 89.7	663,529 22.4 87.4	649,650 21.4 87.2	808,792 26.1 84.6
cap. >500 cc	99,376 13.9 78.7	190,620 14.8 88.8	329,467 23.5 89.5	359,469 24.9 88.9	340,650 19.8 87.8	482,444 26.5 91.3	633,276 25.0 89.6	661,767 22.4 87.1	648,095 21.3 87.0	807,028 26.1 84.4
cap. ≤500 cc	2,140 21.1 1.7	2,217 17.1 1.0	753 9.1 0.2	102 1.4 neg	192 2.0 neg	548 10.1 0.1	613 13.2 0.1	1,762 17.8 0.2	1,555 28.3 0.2	1,764 15.1 0.2
truck	24,748 7.0 19.6	21,939 4.7 10.2	37,755 6.9 10.3	44,684 7.4 11.1	47,209 5.4 12.2	45,409 5.4 8.6	72,550 6.3 10.3	96,071 7.0 12.6	95,642 6.3 12.8	147,422 10.4 15.4
cap. >2000 cc	1,249 1.9 1.0	1,510 1.9 0.7	2,549 3.2 0.7	1,828 2.1 0.5	2,913 1.9 0.8	4,867 2.9 0.9	6,214 3.2 0.9	11,307 4.3 1.5	16,083 5.1 2.2	19,828 7.2 2.1

# Japan Motor Vehicle Export by Region

No. 2-9.

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
500cc < Cap ≤ 2000cc	23,298	20,334	35,078	42,526	43,663	39,800	62,184	80,636	75,140	120,059
	8.5	5.4	7.7	8.4	6.2	6.2	7.0	7.9	6.5	10.8
	18.5	9.5	9.5	10.5	11.3	7.5	8.8	10.6	10.1	12.6
cap. ≤ 500cc	201	95	128	330	633	742	4,152	4,128	4,419	7,535
	1.4	0.8	1.2	2.6	2.8	3.4	5.9	5.1	6.8	18.6
	0.2	neg	neg	0.1	0.2	0.1	0.6	0.5	0.6	0.8



JAPAN MOTOR VEHICLE EXPORT BY REGION

No 2-10

Date

Source: "Automobile Statistical Annual 1950", JAMA

Note Figures in parentheses represent as follows

$$\frac{\text{Export volume of each region}}{\text{Total Export volume}} \quad (\text{Figures in parentheses below total volume of each region})$$

$$\frac{\text{export to each region (each product)}}{\text{Total export volume (each product)}} \quad (\text{Figures in parentheses below export volume of each product category})$$

$$\frac{\text{export volume of each product category to each region}}{\text{total export volume to each region}}$$

Japan Truck (cap > 2000 cc) Export by company

No. 3-1

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Total	65,170	79,261	78,744	86,999	151,654	168,370	194,412	265,179	315,346	275,897
Export Ratio	25.2	32.8	33.2	27.3	45.1	58.4	43.4	43.3	44.9	35.8
Toyota	37,273	44,611	43,429	42,862	59,442	79,724	93,142	115,161	132,421	119,211
share	57.2	56.3	55.2	49.3	39.2	47.4	47.9	43.4	42.0	43.2
export ratio	92.4	92.9	99.5	91.7	94.8	101.3	53.2	50.5	48.3	41.8
Nissan	9,841	10,970	9,496	12,506	15,199	16,997	24,302	25,223	24,741	9,635
share	15.1	13.8	12.1	14.4	10.0	10.1	12.5	9.5	7.8	3.5
export ratio	75.2	79.9	54.7	76.2	80.5	92.3	75.4	92.5	76.7	53.2
Mitsubishi	1,963	4,196	2,911	4,614	13,968	13,560	14,515	24,013	28,869	23,229
share	3.0	5.3	3.7	5.3	9.2	8.1	7.5	9.1	9.2	8.4
export ratio	3.0	7.3	5.5	6.2	21.7	31.0	24.1	34.4	32.8	20.9

Japan truck (cap. > 2000 cc) Export by company

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Toyo Kogyo	408	1,624	3,730	5,567	15,895	10,195	14,473	47,901	79,123	81,242
share	0.6	2.0	4.7	6.4	10.5	6.1	7.4	18.1	25.1	29.4
export ratio	3.3	15.9	27.3	25.4	54.4	54.5	69.1	42.3	63.5	84.1
Isuzu	6,986	10,086	7,795	10,484	19,979	19,020	18,309	22,586	21,402	15,125
share	10.7	12.7	9.9	12.1	13.2	11.3	9.4	8.5	6.8	5.5
export ratio	13.8	22.4	20.3	17.7	33.9	46.0	25.1	26.5	23.8	10.8
Hino	6,239	4,965	7,838	7,415	15,148	15,398	13,820	18,324	19,108	16,302
share	9.6	6.3	10.1	8.5	10.0	9.1	7.1	6.9	6.1	5.9
export ratio	12.0	11.1	14.3	10.1	22.1	27.3	56.4	34.9	33.2	22.9
Daihatsu	828	622	475	1,235	4,593	3,492	4,934	1,726	—	—
share	1.3	0.8	0.6	1.4	3.0	2.1	2.5	0.7	—	—
export ratio	41.4	45.5	29.3	36.0	77.9	82.3	81.4	24.2	—	—



Source: "Automobile Statistical Annual 1980" JAMA

note: share means  $\frac{\text{each firm's export volume}}{\text{Total Export volume}}$

ratio means  $\frac{\text{each firm's export volume}}{\text{production volume of each firm}}$

Japan truck (500cc < Cap ≤ 2000 cc) Export by company

No. 4-1

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Total	272,549	378,556	457,571	506,442	700,706	643,232	888,421	1,023,102	1,148,013	1,107,420
Export Ratio	21.7	29.0	30.0	30.2	40.9	39.9	48.5	56.5	59.1	58.5
Toyota	93,659	132,269	121,608	148,411	182,857	168,064	238,054	317,977	332,986	338,909
share	34.4	34.9	26.6	29.3	26.1	26.1	26.8	31.1	29.0	30.6
export ratio	19.4	26.6	22.3	24.1	33.1	31.7	42.0	53.7	56.0	59.1
Nissan	116,654	161,831	152,035	174,786	215,514	217,314	319,013	332,817	332,771	279,891
share	42.8	42.7	33.2	34.5	30.8	33.8	35.9	32.5	29.0	25.3
export ratio	25.8	34.4	30.9	33.2	41.0	41.8	48.8	53.0	54.0	49.2
Mitsubishi	6,027	20,893	24,330	24,181	47,891	40,336	46,004	49,071	100,543	103,809
share	2.2	5.5	5.3	4.8	6.8	6.3	5.2	7.7	8.8	9.4
export ratio	10.4	25.9	26.6	20.1	38.0	31.9	39.6	39.7	66.7	60.5

## Japan truck (500 cc &lt; cap ≤ 2000 cc) Export by company

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Toyo Kogyo	33,665	39,595	96,382	101,268	152,900	112,766	146,802	136,967	113,823	63,361
share	12.4	10.5	21.1	20.0	21.8	17.5	16.5	13.4	9.9	5.7
export ratio	22.3	27.2	43.3	48.4	53.8	58.3	64.8	87.2	58.6	35.8
Isuzu	5,110	8,127	53,198	47,076	78,656	67,872	99,101	105,598	144,620	158,475
share	1.9	2.1	11.6	9.3	11.2	10.6	11.2	10.3	12.6	14.3
export ratio	7.4	11.8	42.1	34.2	51.2	44.4	60.3	61.8	69.2	83.1
Suzuki	—	—	—	—	5,293	15,097	—	488	10,130	29,496
share	—	—	—	—	0.8	2.3	—	Nag	0.9	2.7
export ratio	—	—	—	—	86.2	96.8	—	33.4	86.8	99.4
Daihatsu	14,753	8,535	3,189	3,264	6,051	7,390	15,524	26,071	34,172	35,543
share	5.4	2.2	0.7	0.6	0.9	1.1	1.8	2.5	3.0	3.2
export ratio	36.1	28.1	9.3	6.8	14.6	13.4	26.7	38.8	54.3	56.1





JAPAN TRUCK (500CC < CAP ≤ 1000CC) EXPORT BY COMPANY

No 4-4  
Date

Source: "Automobile Statistical Annual 1980" JAMA

note: share means  $\frac{\text{each firm's export volume}}{\text{Total Export Volume}}$

ratio means  $\frac{\text{each firm's export volume}}{\text{production volume of each firm}}$

Japan truck (capacity  $\leq 500$  cc) Export by company

No. 5-1

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Total	13,892	11,631	11,033	12,572	22,365	22,070	69,974	81,636	64,686	40,613
export ratio	2.5	2.3	2.3	2.2	4.3	5.0	14.2	13.3	10.9	5.5
Mitsubishi	512	379	216	195	101	134	1,382	3,332	3,862	447
share	3.7	3.3	2.0	1.6	0.5	0.6	2.0	4.1	6.0	1.1
export ratio	0.6	0.4	0.2	0.2	0.1	0.2	2.2	3.7	4.0	0.4
Toyo Kogyo	557	308	91	—	—	—	—	—	—	—
share	4.0	2.6	0.8	—	—	—	—	—	—	—
export ratio	1.3	0.7	0.4	—	—	—	—	—	—	—
Honda	4,032	4,263	4,007	4,581	6,725	6,965	14,209	10,526	7,938	7,719
share	29.0	36.7	36.3	36.4	30.1	31.6	20.3	12.9	12.3	19.0
export ratio	3.5	4.6	4.2	4.7	6.2	10.2	19.1	12.7	9.5	8.7

Japan truck (capacity  $\leq 500$  cc\*) Export by company

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Suzuki	2,085	1,709	3,210	3,287	6,584	3,488	38,387	38,360	29,789	15,709
share	15.0	14.7	29.1	26.1	29.4	15.8	54.9	47.0	46.1	38.7
export ratio	1.6	1.5	2.7	2.1	4.6	3.0	24.3	21.0	17.2	6.4
Daihatsu	2,322	777	1,099	2,817	5,132	7,105	11,706	23,369	11,893	11,574
share	16.7	6.7	10.0	22.4	22.9	32.2	16.7	28.6	18.4	28.5
export ratio	2.0	0.6	0.9	2.0	4.3	6.7	9.3	14.5	9.0	7.3
Fuji H. I	3,729	4,100	2,324	1,692	3,823	4,378	4,290	6,049	11,204	5,164
share	26.8	35.3	21.1	13.5	17.1	19.8	6.1	7.4	17.3	12.7
export ratio	5.7	7.4	6.0	2.8	9.1	9.2	8.5	9.3	15.9	7.2

# JAPAN TRUCK (CAPACITY $\leq 5000$ CC\*) EXPORT BY COMPANY

No 5-3

Date

Source: "Automobile Statistical Annual 1980" JAMA

note: share means  $\frac{\text{each firm's export volume}}{\text{Total Export volume}}$

ratio means  $\frac{\text{each firm's export volume}}{\text{production volume of each firm}}$

\* Before Jan 1976 capacity was 360 cc and less

However cars of (360 cc  $<$  Cap  $\leq$  500cc) were not produced during the period

Japan Passenger Car (cap  $\leq$  500 cc\*) Export by company

No. 6-1

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Total	10,136	12,953	8,262	7,440	9,647	5,451	4,659	9,907	5,486	11,690
Export Ratio	1.4	2.0	1.7	2.0	3.9	3.4	2.8	5.5	3.1	6.7
Mitsubishi	1,435	1,638	1,078	2,108	2,709	1,997	430	466	-	1
share	14.2	12.6	13.0	28.3	28.1	36.6	9.2	4.7	-	Neg
Export Ratio	1.0	1.5	1.8	4.0	7.0	6.4	1.3	1.4	-	Neg
Honda	5,549	5,724	3,486	2,903	3,262	1,016	167	-	-	-
share	54.7	44.2	42.2	39.0	33.8	18.6	3.6	-	-	-
Export Ratio	2.6	3.4	2.0	3.0	5.6	NA	NA	-	-	-
Suzuki	468	604	231	46	1,057	402	1,534	3,651	1,536	2,318
share	4.6	4.7	2.8	0.6	11.0	7.4	32.9	36.9	28.0	19.8
Export Ratio	0.3	0.4	0.2	Neg	1.9	0.8	3.5	6.5	2.5	3.5

Japan Passenger Car (cap < 500 cc\*) Export by company

No. 6-2

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Daihatsu	344	2,313	1,645	1,751	2,282	1,935	1,674	968	1,236	5,973
share	3.4	17.9	19.9	23.5	23.7	35.5	35.9	9.8	22.5	51.1
Export Ratio	0.3	1.7	2.0	2.4	5.1	5.6	4.6	2.7	3.8	15.7
Fuji H. I.	2,332	2,674	1,820	630	337	101	854	4,822	2,714	3,398
share	23.0	20.6	22.0	8.5	3.5	1.9	18.3	48.7	49.5	29.1
Export Ratio	1.9	4.1	3.3	1.4	0.9	0.4	1.6	9.0	6.1	9.8

JAPAN PASSENGER CAR CAP  $\leq$  500 cc\* EXPORT BY COMPANY

No 6-3

Date

Source: "Automobile Statistical Annual 1980" JAMA

note: share means  $\frac{\text{each firm's export volume}}{\text{Total Export volume}}$

ratio means  $\frac{\text{each firm's export volume}}{\text{production volume of each firm}}$

\* Before Jan 1976, capacity was 360 cc and less  
However no cars of capacity over 360 cc but 500 cc  
and less ( $360 \text{ cc} < \text{cap.} \leq 500 \text{ cc}$ ) were produced  
during the period

Japan Passenger Car (cap. > 500 cc) Export by Company

No. 7-1  
UNIT

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Total	715,450	1,286,398	1,399,078	1,443,444	1,717,749	1,821,835	2,534,260	2,948,972	3,036,751	3,090,300
Export Ratio	29.5	41.7	39.6	35.2	46.6	41.3	52.1	56.2	52.4	51.5
Toyota	346,462	604,923	555,430	525,056	605,433	612,744	835,619	968,270	900,366	905,392
share	48.2	47.0	39.7	36.4	35.2	33.6	33.0	32.8	29.6	29.3
Export Ratio	32.4	43.2	37.3	32.2	40.8	35.7	48.3	51.4	44.2	42.9
Nissan	267,196	456,241	550,559	520,693	631,840	648,641	797,009	855,422	855,386	836,680
share	37.3	35.5	39.4	36.1	36.8	35.6	31.4	29.0	28.2	27.1
Export Ratio	29.7	41.4	40.7	35.0	50.3	42.3	49.5	52.9	49.4	48.1
Mitsubishi	14,000	58,875	51,881	59,936	112,277	98,916	216,611	254,897	320,851	243,719
share	2.0	4.6	3.7	3.6	6.5	5.4	8.5	8.6	10.6	7.9
Export Ratio	13.0	38.7	31.8	26.2	57.7	38.4	58.6	56.4	54.2	50.4



Japan Passenger Car (cap > 500 cc) Export by company

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Toyo Kogyo	59,302	125,994	186,063	236,873	219,244	226,047	274,099	339,621	341,133	434,662
share	8.3	9.8	13.3	16.4	12.8	12.4	10.8	11.5	11.2	14.1
Export Ratio	26.8	41.9	53.1	53.2	60.0	60.9	61.4	68.1	69.2	67.2
Isuzu	3,113	4,162	127	105	3,963	22,784	62,903	34,649	54,731	36,008
share	0.4	0.1	Neg	Neg	0.2	1.3	2.5	1.2	1.8	1.2
Export Ratio	16.5	7.9	1.0	0.7	14.1	35.2	69.0	46.2	53.2	41.7
Honda	13,748	24,313	30,081	66,563	110,191	183,293	243,103	434,660	487,662	539,231
share	1.9	1.9	2.2	4.6	6.4	10.1	11.6	14.7	16.1	17.4
Export Ratio	21.0	53.9	46.7	41.8	42.8	55.9	61.9	75.4	74.7	76.3
Suzuki	784	265	622	696	99	77	-	-	8	1,497
share	0.1	Neg	Neg	Neg	Neg	Neg	-	-	Neg	Neg
Export Ratio	97.5	97.4	100.3 <sup>*</sup>	102.4 <sup>*</sup>	76.2	366.7 <sup>*</sup>	-	-	100.0	57.1

Japan Passenger Car (cap. > 500 cc) Export by company

No. 7-3

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Daihatsu	1,582	170	—	—	—	198	4,135	8,271	18,635	24,958
share	0.2	Neg	—	—	—	Neg	0.2	0.3	0.6	0.8
Export Ratio	13.4	1.0	—	—	—	0.3	11.9	17.9	20.6	26.1
Fuji H. I.	9,263	14,455	24,315	35,522	34,702	29,135	50,781	53,182	57,979	68,153
share	1.3	1.1	1.7	2.5	2.0	1.6	2.0	1.8	1.9	2.2
Export Ratio	25.3	28.6	32.2	40.9	54.4	36.2	49.0	52.0	60.4	57.2

# JAPAN PASSENGER CAR (CAP > 500CC) EXPORT BY COMPANY

Source: "Automobile Statistical Annual 1980" JAMA

note: share means  $\frac{\text{each firm's export volume}}{\text{Total Export Volume}}$

ratio means  $\frac{\text{each firm's export volume}}{\text{production volume of each firm}}$

Japan Motor Vehicle Export by company 1970-1979

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Toyota	477,394	781,803	720,467	716,329	847,732	860,532	1,166,815	1,401,408	1,365,773	1,363,512
share	44.3	44.2	36.9	34.8	32.6	32.3	31.6	32.4	29.9	30.1
EXPORT ratio	30.0	40.2	34.7	31.2	40.4	37.0	47.2	51.8	47.0	45.9
passenger	346,462	604,923	555,430	525,056	605,433	612,744	835,817	968,270	900,366	905,392
share	47.7	46.6	39.5	36.2	35.0	33.5	32.9	32.7	29.6	29.2
Exp. ratio.	32.4	43.2	37.3	32.2	40.8	35.7	48.3	51.4	44.2	42.9
Truck	130,932	176,880	165,037	191,273	242,299	247,788	330,998	433,138	465,407	458,120
share	37.2	37.7	30.2	31.6	27.7	29.7	28.7	31.6	30.5	32.2
Exp ratio	25.0	32.5	28.0	28.9	39.4	40.7	44.6	52.8	53.6	53.4

Japan Motor Vehicle Export by Company

1970 - 1979

(UNIT)

No. 8-2

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Nissan	3,936,911	6,290,421	7,120,090	7,079,985	8,625,553	8,829,952	11,403,324	12,213,462	12,212,898	11,266,206
share	36.5	35.6	36.4	34.4	33.1	33.2	30.9	28.0	26.5	24.9
Export Ratio	28.9	39.7	38.4	34.9	47.9	42.6	49.7	53.4	50.9	48.4
passenger	2,671,977	4,562,411	5,505,559	5,206,693	6,318,840	6,488,641	7,997,009	8,554,422	8,553,386	8,366,680
share	36.8	35.1	39.1	35.9	36.6	35.5	31.4	28.9	28.1	27.0
Export Ratio	29.7	41.4	40.7	35.0	50.3	42.3	49.5	52.9	49.4	48.1
Truck	1,264,944	1,728,011	1,615,531	1,872,292	2,307,713	2,343,311	3,433,315	3,580,040	3,575,512	2,895,526
share	36.0	36.8	29.5	30.9	26.4	28.1	29.8	26.1	23.4	20.3
Export Ratio	27.2	35.7	32.1	34.5	42.4	43.5	50.0	54.7	55.2	49.3

Japan Motor Vehicle Export by Company 1970-1979

No. 8-3

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Mitsubishi	23,937	85,981	80,416	91,034	176,946	154,943	278,942	331,779	454,125	371,205
share	2.2	4.9	4.1	4.6	6.8	5.8	7.6	7.7	9.9	8.2
Export ratio	5.3	18.0	18.3	16.4	36.2	30.1	43.5	43.1	47.0	39.9
passenger	15,435	60,513	52,959	62,044	114,986	100,913	217,041	255,363	320,851	243,720
share	2.1	4.7	3.8	4.3	6.7	5.5	8.5	8.6	10.5	7.9
Export ratio	6.2	23.2	23.8	22.1	49.3	34.9	53.9	52.5	51.0	46.1
truck	8,502	25,468	27,457	28,990	61,960	54,030	61,901	76,416	133,274	127,485
share	2.4	5.4	5.0	4.8	7.1	6.5	5.4	5.6	8.7	9.0
Export ratio	4.1	11.7	12.7	10.5	24.3	23.9	26.0	27.0	39.6	31.7

## Japan Motor Vehicle Export by Company 1970-1979

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Toyo Kogyo	93,940	167,521	286,268	343,710	388,039	349,008	435,374	524,489	534,079	579,265
share	8.7	9.5	14.6	16.7	14.9	13.1	11.8	12.1	11.7	12.8
Export Ratio	21.9	33.5	44.7	46.5	52.6	54.4	60.8	65.6	63.0	59.7
passenger	59,310	125,994	186,065	236,875	219,244	226,047	274,099	339,621	341,133	434,662
share	8.2	9.7	13.2	16.3	12.7	12.4	10.8	11.5	11.2	14.0
Export Ratio	26.4	41.9	49.0	50.9	57.9	58.4	61.4	68.1	69.2	67.2
Truck	34,630	41,527	100,203	106,835	168,795	122,961	161,275	184,868	192,946	144,603
share	9.8	8.8	18.3	17.6	19.3	14.7	14.0	13.5	12.6	10.2
Export Ratio	16.9	20.8	38.5	39.2	47.0	48.2	59.9	61.5	54.4	44.8

Japan Motor Vehicle Export by company 1970-1979

No. 8-5

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Fuji H. I.	18,005	28,535	35,288	43,300	50,406	48,007	79,848	118,166	150,865	174,651
share	1.7	1.6	1.8	2.1	1.9	1.8	2.2	2.7	3.3	3.9
Export Ratio	7.7	15.5	19.2	20.8	30.7	27.3	33.1	41.2	49.4	52.2
passenger	11,595	17,129	26,135	34,152	35,039	29,236	51,635	58,004	60,693	71,551
share	1.6	1.3	1.9	2.4	2.0	1.6	2.0	2.0	2.0	2.3
Export Ratio	7.3	14.8	20.1	26.1	34.3	26.9	32.6	37.3	43.3	46.5
Truck	6,410	11,406	9,153	9,148	15,367	18,771	28,213	60,162	90,172	103,100
share	1.8	2.4	1.7	1.5	1.8	2.3	2.4	4.4	5.9	7.2
Export Ratio	8.5	16.5	17.1	11.8	24.7	27.9	33.9	45.9	54.6	57.1



Japan Motor Vehicle Export by company 1970-1979

No. 8-6  
UNIT

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Honda	23,329	34,300	37,574	74,047	120,178	191,274	307,479	445,186	495,600	546,950
share	2.2	1.9	1.9	3.6	4.6	7.2	8.3	10.3	10.8	12.1
Export Ratio	5.9	11.1	11.4	20.9	28.0	46.2	54.9	67.0	66.7	68.2
passenger	19,297	30,037	33,567	69,466	113,453	184,309	293,270	434,660	487,662	539,231
share	2.7	2.3	2.4	4.8	6.6	10.1	11.6	14.7	16.0	17.4
Export Ratio	7.0	14.0	14.3	27.0	35.9	56.2	61.9	65.4	74.7	76.3
truck	4,032	4,263	4,007	4,581	6,725	6,965	14,209	10,526	7,938	7,719
share	1.1	0.9	0.7	0.8	0.8	0.8	1.2	0.8	0.5	0.5
Export Ratio	3.4	4.6	4.2	4.7	6.0	8.1	16.4	11.9	8.8	8.1

Japan Motor Vehicle Export by company 1970-1979

No. 8-7  
UNIT

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Isuzu	15,208	19,375	61,120	57,665	102,598	109,676	180,313	162,833	220,753	209,608
share	1.4	1.1	3.1	2.8	3.9	4.1	4.9	3.8	4.8	4.6
Export Ratio	11.0	15.0	34.3	27.3	42.6	45.9	54.9	49.2	54.9	50.2
passenger	3,112	1,162	127	105	3,963	22,784	62,903	34,649	54,731	36,008
share	0.4	0.1	neg	neg	0.2	1.2	2.5	1.2	1.8	1.2
Export Ratio	16.5	7.9	1.0	0.7	14.1	35.2	69.0	46.2	53.2	41.7
truck	12,096	18,213	60,993	57,560	98,635	86,892	117,410	128,184	166,022	173,600
share	3.4	3.9	11.1	9.5	11.3	10.4	10.2	9.4	10.9	12.2
Export Ratio	10.1	16.0	37.0	29.2	46.4	49.8	49.4	50.1	55.5	52.4

Japan Motor Vehicle Export by company 1970 - 1979

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Daihatsu	19,829	12,417	6,408	9,067	18,058	20,120	37,973	60,405	65,936	78,048
share	1.8	0.7	0.3	0.4	0.7	0.8	1.0	1.4	1.4	1.7
Export Ratio	6.9	4.0	2.3	3.0	7.4	7.8	14.6	19.0	20.2	21.3
passenger	1,926	2,483	1,645	1,751	2,282	2,133	5,809	9,239	19,871	30,931
share	0.3	0.2	0.1	0.1	0.1	0.1	0.2	0.3	0.7	1.0
Export Ratio	1.4	1.6	1.5	1.5	2.9	2.3	8.2	11.1	16.1	23.2
truck	17,903	9,934	4,763	7,316	15,776	17,987	32,164	51,166	46,065	47,117
share	5.1	2.1	0.9	1.2	1.8	2.1	2.8	3.7	3.0	3.3
Export Ratio	12.1	6.5	3.0	3.8	9.5	10.9	17.0	21.7	22.6	20.3

Japan Motor Vehicle Export by company 1970 - 1979

No. 8-9

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Suzuki	3,327	2,578	4,063	4,029	13,033	19,064	39,921	42,499	41,463	49,020
share	0.3	0.1	0.2	0.2	0.5	0.7	1.1	1.0	0.9	1.1
Export Ratio	1.2	1.0	1.9	1.7	6.4	10.3	19.8	17.7	16.7	14.2
passenger	1,252	869	853	742	1,156	479	1,534	3,651	1,544	3,815
share	0.2	0.1	0.1	0.1	0.1	Mag	0.1	0.1	0.1	0.1
Export Ratio	0.9	0.6	0.9	0.8	2.1	0.9	3.5	6.5	2.5	5.5
truck	2,085	1,709	3,210	3,287	11,877	18,585	38,387	38,848	39,919	45,205
share	0.6	0.4	0.6	0.5	1.4	2.2	3.3	2.8	2.6	3.2
Export Ratio	1.6	1.5	2.7	2.1	8.0	13.9	24.3	21.1	21.5	16.4

# Japan Motor Vehicle Export by company 1970 - 1979

No. 5-10

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Hino	6,239	4,965	7,838	7,415	15,148	15,398	13,820	18,324	19,108	16,302
share	0.6	0.3	0.4	0.4	0.6	0.6	0.4	0.4	0.4	0.4
Export Ratio	12.0	11.1	14.3	10.1	22.1	27.3	56.4	34.9	33.2	22.9
truck	6,239	4,965	7,838	7,415	15,148	15,398	13,820	18,324	19,108	16,302
share	1.8	1.1	1.4	1.2	1.7	1.8	1.2	1.3	1.3	1.1
Export Ratio	12.0	11.1	14.3	10.1	22.1	27.3	56.4	34.9	33.2	22.9
Nissan Diesel	1,632	2,187	3,070	2,316	7,430	9,984	10,917	10,245	9,682	11,153
share	0.2	0.1	0.2	0.1	0.3	0.4	0.3	0.2	0.2	0.2
Export Ratio	7.7	10.5	15.5	10.1	26.7	37.9	42.3	35.3	34.1	27.3
truck	1,632	2,187	3,070	2,316	7,430	9,984	10,917	10,245	9,682	11,153
share	0.5	0.5	0.6	0.4	0.8	1.2	0.9	0.7	0.6	0.8
Export Ratio	7.7	10.5	15.5	10.1	26.7	37.9	42.3	35.3	34.1	27.3

JAPAN MOTOR VEHICLE EXPORT BY COMPANY 1970-1979

No. 2-11  
Date

Source: "Automobile Statistical Annual 1980" JAMA

note: share means  $\frac{\text{each firm's export volume}}{\text{Total Export volume}}$

EXPORT ratio means  $\frac{\text{each firm's export volume}}{\text{production volume of each firm}}$

Japan Motor Vehicle Export 1970 - 1979

UNIT

No. 9-1

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979	
Passenger Car	725,586	1,299,351	1,407,340	1,450,884	1,727,396	1,827,286	2,538,919	2,958,879	3,042,237	3,101,990	17.5%
Export Ratio (%)	(22.8)	(34.9)	(35.0)	(32.5)	(43.9)	(40.0)	(50.5)	(54.5)	(50.9)	(50.2)	
Truck	351,611	469,448	547,348	606,013	874,725	833,672	1,152,807	1,369,917	1,528,045	1,423,930	16.8%
Export Ratio (%)	(17.0)	(22.8)	(24.4)	(23.6)	(34.0)	(35.7)	(41.6)	(45.1)	(47.2)	(41.9)	
Total	1,077,197	1,768,799	1,954,688	2,056,897	2,602,121	2,660,958	3,691,726	4,328,796	4,570,282	4,525,920	17.3%
Export Ratio (%)	(20.5)	(30.6)	(31.2)	(29.2)	(40.0)	(38.5)	(47.3)	(51.1)	(49.6)	(47.3)	

Source: "Automobile Statistical Annual, 1980", JAMA

note: Export Ratio means percentage of  $\frac{\text{export}}{\text{Total production}}$

## Japan Motor Vehicle Export 1970-1979 (UNIT)

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Passenger Car	725,586	1,299,351	1,407,340	1,450,884	1,727,396	1,827,286	2,538,919	2,958,879	3,042,237	3,101,990
Export Ratio (%)	(22.8)	(34.9)	(35.0)	(32.5)	(43.9)	(40.0)	(50.5)	(54.5)	(50.9)	(50.2)
Capacity $\leq 500\text{cc}$ *	10,136	12,953	8,262	7,440	9,647	5,451	4,659	9,907	5,486	11,690
Export Ratio (%)	(1.3)	(2.0)	(1.7)	(2.0)	(3.9)	(3.4)	(2.8)	(5.5)	(3.1)	(6.7)
Capacity $> 500\text{cc}$	715,450	1,286,398	1,399,078	1,443,444	1,717,749	1,821,835	2,534,260	2,948,972	3,036,751	3,090,300
Export Ratio (%)	(29.5)	(41.7)	(39.6)	(35.2)	(46.6)	(41.3)	(52.1)	(56.2)	(52.4)	(51.5)
Source: "Automobile Statistical Annual, 1980" JAMA.										
note: Export Ratio means percentage of $\frac{\text{export volume}}{\text{total production}}$										
* Before Jan 1976 capacity was 360cc and less. However, no cars of capacity over 300cc but 500cc and less were produced during three years before Jan 1976.										



Japan Motor Vehicle Export

1970-1979

(UNIT)

No. 9-3

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Truck	351,611	469,448	547,348	606,013	874,725	833,672	1,152,807	1,369,917	1,528,045	1,423,930
Export Ratio (%)	(17.0)	(22.8)	(24.4)	(23.6)	(34.0)	(35.7)	(41.6)	(45.1)	(47.2)	(41.9)
Capacity ≤ 500cc	13,892	11,631	11,033	12,572	22,365	22,070	69,974	81,636	64,686	40,613
Export Ratio (%)	(2.5)	(2.3)	(2.3)	(2.2)	(4.3)	(5.0)	(14.2)	(13.3)	(10.9)	(5.5)
500cc < Cap ≤ 2000cc	272,549	378,556	457,571	506,442	700,706	643,232	888,421	1,023,102	1,148,013	1,107,420
Export Ratio (%)	(21.7)	(29.0)	(30.0)	(30.2)	(40.9)	(39.9)	(48.5)	(56.5)	(59.1)	(58.5)
Capacity > 2000cc	65,170	79,261	78,744	86,999	151,654	168,370	194,412	265,179	315,346	275,897
Export Ratio (%)	(25.2)	(32.8)	(33.2)	(27.3)	(45.0)	(58.4)	(43.4)	(43.3)	(44.9)	(35.8)

source: "Automobile Statistical Annual, 1980" JAMA

note Export Ratio =  $\frac{\text{Export volume}}{\text{Total production}} (\%)$

Japan Motor Vehicle Production\* 1970-1979

(UNIT)

No. 10-1

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979	Average annual growth rate 1970/79
Passenger Cars (Ratio to total)	3,178,708 60.6	3,717,858 64.4	4,022,289 64.2	4,470,550 63.5	3,931,842 60.4	4,567,854 66.1	5,027,792 64.5	5,431,045 64.2	5,975,968 64.9	6,175,771 64.5	7.7%
Trucks (Ratio to total)	2,063,883 39.4	2,058,320 35.6	2,238,340 35.8	2,570,916 36.5	2,574,179 39.6	2,337,632 33.9	2,771,516 35.5	3,034,981 35.8	3,237,066 35.1	3,397,214 35.5	5.7%
Total	5,242,591	5,776,178	6,260,629	7,041,466	6,506,021	6,905,486	7,799,308	8,466,026	9,213,034	9,572,985	6.9%
<p>* Excluding buses</p> <p>Source: Automotive Statistical Annual, 1980, The Japan Automobile Manufacturers Association (JAMA)</p>											

Japan New Vehicle Registration 1970-1979 (UNIT)

No. 16-2

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979	AAFR
Total	4,072,577	3,999,293	4,344,818	4,889,878	3,827,050	4,289,089	4,089,792	4,171,333	4,657,086	5,129,766	2.6%
Passenger Car	2,379,128	2,402,757	2,627,087	2,933,592	2,286,795	2,737,635	2,449,429	2,500,095	2,856,710	3,036,672	2.7%
Import share	0.8	0.8	0.9	1.3	1.8	1.7	1.7	1.7	1.9	2.1	
Truck	1,693,449	1,596,536	1,717,731	1,956,286	1,540,255	1,551,454	1,631,363	1,671,238	1,800,376	2,092,894	2.4%

source; "Automobile Statistical Annual", JAMA

Japan Motor Vehicle Import 1970 - 1979 (UNIT)

No. 10-3

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979	
Total	19,316	18,821	25,030	37,343	42,678	45,736	40,541	41,489	54,664	65,021	AAGR 14.4
passenger car	19,080	18,551	24,759	36,922	42,218	45,480	40,416	41,395	54,517	64,808	14.6%
Truck	236	270	271	421	460	256	125	94	147	213	
<p>Source: "Japan Export &amp; Import", Ministry of Finance</p>											

Japan Motor Vehicle Production

1970 - 1979

(UNIT)

No. 11-1

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Total	5,242,591	5,776,178	6,260,629	7,041,466	6,506,021	6,905,486	7,799,308	8,466,026	9,213,034	9,572,985
Passenger Car	3,178,708	3,717,858	4,022,289	4,470,550	3,931,842	4,567,854	5,027,792	5,431,045	5,975,968	6,175,771
capacity $\leq 500$ cc <sup>*</sup>	749,450	634,736	488,406	375,189	248,307	160,272	167,729	180,002	176,383	175,100
(Ratio to total)	(23.6)	(17.1)	(12.1)	(8.4)	(6.3)	(3.5)	(3.3)	(3.3)	(3.0)	(2.8)
500cc < Cap. $\leq 2000$ cc	2,377,639	3,011,889	3,438,543	3,991,904	3,537,232	4,198,550	4,549,253	4,811,439	5,327,252	5,588,115
(Ratio to total)	(74.8)	(81.0)	(85.5)	(89.3)	(90.0)	(91.9)	(90.5)	(88.6)	(89.1)	(90.5)
capacity > 2000cc	51,619	71,233	95,340	103,457	146,303	209,032	310,810	439,604	472,333	412,556
(Ratio to total)	(1.6)	(1.9)	(2.4)	(2.3)	(3.7)	(4.6)	(6.2)	(8.1)	(7.9)	(6.7)
Truck	2,063,883	2,058,320	2,238,340	2,570,916	2,574,179	2,337,632	2,771,516	3,034,981	3,237,066	3,397,214
capacity $\leq 500$ cc <sup>*</sup>	551,922	511,587	474,130	577,303	523,498	438,987	492,853	612,981	593,698	733,762
(Ratio to total)	(26.7)	(24.9)	(21.2)	(22.5)	(20.3)	(18.8)	(17.8)	(20.2)	(18.3)	(21.6)
500cc < Cap. $\leq 2000$ cc	1,253,861	1,304,939	1,527,154	1,674,566	1,714,064	1,610,475	1,830,522	1,809,965	1,941,707	1,892,696
(Ratio to total)	(60.8)	(63.4)	(68.2)	(65.1)	(66.6)	(68.9)	(66.0)	(59.6)	(60.0)	(55.7)
of GASOLINE	1,156,729	1,204,125	1,402,639	1,509,309	1,547,434	1,441,759	1,664,313	1,596,319	1,686,405	1,570,304
(Ratio to total)	(56.1)	(58.5)	(62.7)	(58.7)	(60.1)	(61.7)	(60.1)	(52.6)	(52.1)	(46.2)
of Diesel	97,132	100,814	124,515	165,257	166,630	168,716	166,209	213,646	255,302	322,392
(Ratio to total)	(4.7)	(4.9)	(5.5)	(6.4)	(6.5)	(7.2)	(5.9)	(7.0)	(7.9)	(9.5)
capacity > 2000cc	258,100	241,794	237,056	319,047	336,617	288,170	448,141	612,035	701,661	770,756
(Ratio to total)	(12.5)	(11.7)	(10.6)	(12.4)	(13.1)	(12.3)	(16.2)	(20.2)	(21.7)	(22.7)
of GASOLINE	52,047	62,128	58,282	64,576	74,318	84,304	177,449	296,010	346,276	374,389
(Ratio to total)	(2.5)	(3.0)	(2.6)	(2.5)	(2.9)	(3.6)	(6.4)	(9.8)	(10.7)	(11.0)
of Diesel	206,053	179,666	178,774	254,471	262,299	203,866	270,692	316,025	355,385	396,367
(Ratio to total)	(10.0)	(8.7)	(8.0)	(9.9)	(10.2)	(8.7)	(9.8)	(10.4)	(11.0)	(12.7)

JAPAN MOTOR VEHICLE PRODUCTION 1970-1979 (UNIT)

No 11-2  
Date

source: "Automobile Statistical Annual", JAMA

note: \* before Jan. 1976, capacity was <sup>(360 cc and)</sup> less than 360 cc  
 but in those years no automobiles of capacities over 360 cc but  
 less than 500 cc (360 cc < capacity < 500 cc) were produced  
 (this change was due to classification change of <sup>light weight</sup> small cars)

[ 1976年以前の軽自動車は360cc以下であった  
 1976年以前 360ccより500cc以下の車は生産されなかった ]

JAPAN MOTOR VEHICLE PRODUCTION BY COMPANY 1970-1979 <sup>No. 12-1</sup> (UNIT)

	1970	1971	1972	1973	1974	1975	1976	1977	1978 (%)	1979
Toyota	1,592,597 (30.4)	1,944,802 (33.7)	2,076,837 (33.2)	2,294,261 (32.6)	2,100,434 (32.3)	2,323,731 (33.7)	2,472,266 (31.7)	2,703,959 (32.0)	2,907,664 (31.6)	2,969,396 (31.0)
passenger	1,068,321 (33.6)	1,400,186 (37.7)	1,487,661 (37.0)	1,631,940 (36.5)	1,484,737 (37.8)	1,714,836 (37.5)	1,730,767 (34.4)	1,884,260 (34.7)	2,039,115 (34.1)	2,111,302 (34.2)
Truck	524,276 (25.4)	544,616 (26.5)	589,176 (26.3)	662,321 (25.8)	615,697 (23.9)	608,895 (26.0)	741,499 (26.8)	819,699 (27.0)	868,549 (26.8)	858,094 (25.3)
Nissan	1,363,953 (26.0)	1,585,014 (27.4)	1,855,847 (30.0)	2,030,877 (28.8)	1,799,885 (27.7)	2,071,311 (30.0)	2,296,537 (29.4)	2,270,589 (26.8)	2,381,211 (25.8)	2,326,387 (24.3)
passenger	899,008 (28.3)	1,101,506 (29.6)	1,352,251 (33.6)	1,487,360 (33.3)	1,255,669 (31.9)	1,532,731 (33.6)	1,610,319 (32.0)	1,615,866 (29.8)	1,733,132 (29.0)	1,738,946 (28.2)
Truck	464,945 (22.5)	483,508 (23.5)	503,596 (22.5)	542,727 (21.1)	544,216 (21.1)	538,580 (23.0)	686,218 (24.8)	654,723 (21.6)	648,079 (20.0)	587,441 (17.3)
Mitsubishi	451,632 (8.6)	478,926 (8.3)	439,329 (7.0)	556,708 (7.9)	488,546 (7.5)	514,788 (7.5)	641,338 (8.2)	769,680 (9.1)	965,316 (10.5)	930,665 (9.7)
passenger	246,422 (7.8)	260,981 (7.0)	222,890 (5.5)	280,998 (6.3)	233,121 (5.9)	288,846 (6.3)	402,844 (8.0)	486,432 (9.0)	628,886 (10.5)	528,555 (8.6)
Truck	205,210 (9.9)	217,945 (10.6)	216,439 <del>(5.4)</del> 9.7	275,710 (10.7)	255,425 (9.9)	225,942 (9.7)	238,494 (8.6)	283,248 (9.3)	336,430 (10.4)	402,110 (11.8)

Japan Motor Vehicle Production By Company 1970-1979 (UNIT)

No. 12-2

Unit

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Toyo Kogyo	429,098 (8.2)	500,736 (8.7)	639,842 (10.2)	738,539 (10.5)	738,103 (11.3)	642,064 (9.3)	716,040 (9.2)	799,275 (9.4)	848,115 (9.2)	969,483 (10.1)
passenger	224,520 (7.1)	300,980 (8.1)	379,703 (9.4)	465,734 (10.4)	378,928 (9.6)	387,145 (8.5)	446,618 (8.9)	498,691 (9.2)	493,111 (8.3)	647,001 (10.5)
Truck	204,578 (9.9)	199,756 (9.7)	260,139 (11.6)	272,805 (10.6)	359,175 (14.0)	254,919 (10.9)	269,422 (9.7)	300,584 (9.9)	355,004 (11.0)	322,482 (9.5)
Isuzu	138,351 (2.6)	128,836 (2.2)	178,035 (2.8)	211,539 (3.0)	240,615 (3.7)	239,076 (3.5)	328,692 (4.2)	331,014 (3.9)	401,769 (4.4)	417,683 (4.4)
passenger	18,815 (0.6)	14,769 (0.4)	13,274 (0.3)	14,734 (0.3)	28,140 (0.7)	64,735 (1.4)	91,157 (1.8)	74,971 (1.4)	102,883 (1.7)	86,397 (1.4)
Truck	119,536 (5.8)	114,067 (5.5)	164,761 (7.4)	196,805 (7.7)	212,475 (8.3)	174,341 (7.5)	237,535 (8.6)	256,043 (8.4)	298,886 (9.2)	331,286 (9.8)
Honda	392,908 (7.5)	308,578 (5.3)	330,569 (5.3)	355,016 (5.0)	428,809 (6.6)	413,753 (6.0)	560,075 (7.2)	664,931 (7.9)	742,682 (8.1)	801,869 (8.4)
passenger	276,884 (8.7)	215,256 (5.8)	235,248 (5.8)	256,962 (5.7)	316,012 (8.0)	328,107 (7.2)	473,597 (9.4)	576,631 (10.6)	652,920 (10.9)	706,375 (11.4)
Truck	116,024 (5.6)	93,322 (4.5)	95,321 (4.3)	98,054 (3.8)	112,797 (4.4)	85,646 (3.7)	86,478 (3.1)	88,300 (2.9)	89,762 (2.8)	95,494 (2.8)



## Japan Motor Vehicle Production By Company 1970-1979

Unit

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Fuji Heavy Ind	233,547 (4.5)	184,387 (3.2)	183,810 (2.9)	208,448 (3.0)	164,449 (2.5)	175,825 (2.5)	241,465 (3.1)	286,645 (3.4)	305,449 (3.3)	334,290 (3.5)
passenger	158,259 (5.0)	115,466 (3.1)	130,339 (3.2)	130,730 (2.9)	102,209 (2.6)	108,663 (2.4)	158,179 (3.1)	155,705 (2.9)	140,229 (2.3)	153,841 (2.5)
truck	75,288 (3.6)	68,921 (3.3)	53,471 (2.4)	77,718 (3.0)	62,240 (2.4)	67,162 (2.9)	83,286 (3.0)	130,940 (4.3)	165,220 (5.1)	180,449 (5.3)
Daihatsu	289,096 (5.5)	311,666 (5.4)	271,149 (4.3)	306,812 (4.4)	244,673 (3.8)	257,670 (3.7)	260,671 (3.3)	318,197 (3.8)	326,687 (3.5)	365,727 (3.8)
passenger	141,636 (4.4)	157,751 (4.2)	110,430 (2.7)	113,764 (2.5)	77,749 (2.0)	92,123 (2.0)	70,964 (1.4)	82,601 (1.5)	123,233 (2.1)	133,556 (2.2)
truck	147,460 (7.1)	153,915 (7.5)	160,719 (7.2)	193,048 (7.5)	166,924 (6.5)	165,547 (7.1)	189,707 (6.8)	235,596 (7.8)	203,454 (6.3)	232,171 (6.8)
Suzuki	272,302 (5.2)	267,421 (4.6)	210,210 (3.4)	243,734 (3.5)	203,840 (3.1)	184,215 (2.7)	201,581 (2.6)	239,989 (2.8)	247,729 (2.7)	344,935 (3.6)
passenger	144,843 (4.6)	150,963 (4.1)	90,493 (2.2)	88,328 (2.0)	55,277 (1.4)	50,668 (1.1)	43,347 (0.9)	55,888 (1.0)	62,459 (1.0)	69,798 (1.1)
truck	127,459 (6.1)	116,458 (5.7)	119,717 (5.3)	155,406 (6.0)	148,563 (5.8)	133,547 (5.7)	158,234 (5.7)	184,101 (6.1)	185,270 (5.7)	275,137 (8.1)



# JAPAN MOTOR VEHICLE PRODUCTION BY COMPANY 1970-1979

No 12-5

Date

Source: "Automobile Statistical Annual", JAMA

note: Figures in parentheses represent the percentage share of each company's production to the total production of each category

Toyota (30.4)	$\frac{\text{Toyota's total production}}{\text{Total production}} = 30.4\%$
passenger (33.6)	$\frac{\text{Toyota's total production of passenger cars}}{\text{Total production of passenger cars}} = 33.6\%$
truck (25.4)	$\frac{\text{Toyota's total production of trucks}}{\text{Total production of trucks}} = 25.4\%$

\* Hino and Nissan Diesel do not produce any passenger cars

Japan Truck (Capacity > 2000cc) Production by Company 1970-1979 (UNIT)

No. 13-1

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Toyota	40,333 (15.6)	48,039 (19.9)	43,626 (18.4)	46,745 (19.7)	62,716 (18.6)	78,704 (27.3)	175,016 (39.1)	227,883 (37.2)	274,012 (39.1)	285,089 (37.0)
GASOLINE	33,176 (63.7)	41,221 (66.3)	39,284 (67.4)	40,129 (62.1)	51,399 (69.2)	64,030 (76.0)	141,939 (80.0)	182,496 (61.7)	218,101 (63.0)	221,931 (59.3)
Diesel	7,157 (3.5)	6,818 (3.8)	4,342 (2.4)	6,616 (2.6)	11,317 (4.3)	14,674 (7.2)	33,077 (12.2)	45,387 (14.4)	55,911 (15.7)	63,158 (15.9)
Nissan	13,095 (5.1)	13,733 (5.7)	11,869 (5.0)	16,408 (5.1)	18,887 (5.6)	18,405 (6.4)	32,245 (7.2)	27,282 (4.5)	32,237 (4.6)	18,126 (2.4)
Gasoline	10,708 (20.6)	11,331 (18.2)	10,751 (18.4)	13,243 (20.5)	15,556 (20.9)	15,669 (18.6)	26,478 (14.9)	23,556 (8.0)	24,957 (7.2)	10,385 (2.8)
Diesel	2,387 (1.1)	2,402 (1.3)	1,118 (0.6)	3,165 (1.2)	3,331 (1.3)	2,736 (1.3)	5,767 (2.1)	3,726 (1.2)	7,280 (2.0)	7,741 (2.0)

Japan Truck (capacity > 2000cc) Production by Company 1970 - 1979

No. 13-2  
(UNIT)

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Mitsubishi	65,944 (25.5)	57,600 (23.8)	52,814 (22.3)	74,858 (23.5)	64,234 (19.1)	43,722 (15.2)	60,175 (13.4)	69,747 (11.4)	88,091 (12.6)	111,176 (14.4)
Gasoline	5,438 (10.4)	5,844 (9.4)	4,634 (8.0)	5,885 (9.1)	3,027 (4.1)	2,737 (3.2)	5,249 (3.0)	3,786 (1.3)	14,368 (4.1)	34,077 (9.1)
Diesel	60,506 (29.4)	51,756 (28.8)	48,180 (27.0)	68,973 (27.1)	61,207 (23.3)	40,985 (20.1)	54,926 (20.3)	65,961 (20.9)	73,723 (20.7)	77,099 (19.5)
Toyo Kogyo	12,549 (4.9)	10,229 (4.2)	13,663 (5.8)	21,910 (6.9)	29,242 (8.7)	18,706 (6.5)	20,936 (4.7)	113,125 (18.5)	124,669 (17.8)	96,626 (12.5)
Gasoline	1,851 (3.6)	2,813 (4.5)	2,802 (4.8)	4,347 (6.7)	3,061 (4.1)	1,363 (1.6)	2,620 (1.5)	85,206 (28.8)	87,313 (25.2)	77,869 (20.8)
Diesel	10,698 (5.2)	7,416 (4.1)	10,861 (6.1)	17,563 (6.9)	26,181 (10.0)	17,343 (8.5)	18,316 (6.8)	27,919 (8.8)	37,356 (10.5)	18,757 (4.7)

Japan Truck (Capacity 7,000cc) Production by company 1970-1979

No. 13-3  
(UNIT)

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Isuzu	50,745 (19.7)	45,015 (18.6)	38,462 (16.2)	59,370 (18.6)	58,977 (17.5)	41,339 (14.3)	73,061 (16.3)	85,121 (13.9)	89,979 (12.8)	140,605 (18.2)
Gasoline	377 (0.7)	410 (0.7)	403 (0.7)	96 (0.1)	— —	— —	40 (Neg)	— —	— —	29,031 (7.8)
Diesel	50,368 (24.4)	44,605 (24.8)	38,059 (21.3)	59,274 (23.3)	58,977 (22.5)	41,339 (20.3)	73,021 (27.0)	85,121 (26.9)	89,979 (25.3)	111,574 (28.1)
Daihatsu	1,999 (0.8)	1,366 (0.6)	1,621 (0.7)	3,434 (1.1)	5,894 (1.8)	4,241 (1.5)	6,065 (1.4)	7,130 (1.2)	8,151 (1.2)	10,177 (1.3)
Gasoline	497 (1.0)	509 (0.8)	408 (0.7)	876 (1.4)	1,275 (1.7)	505 (0.6)	1,123 (0.6)	966 (0.3)	1,537 (0.4)	1,096 (0.3)
Diesel	1,502 (0.7)	857 (0.5)	1,213 (0.7)	2,558 (1.0)	4,619 (1.8)	3,736 (1.8)	4,942 (1.8)	6,164 (2.0)	6,614 (1.9)	9,081 (2.3)

Japan Truck (capacity 7200cc) Production by company 1970-1979 (UNIT)

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Hino	52,199 (20.2)	44,779 (18.5)	54,985 (23.2)	73,143 (22.9)	68,574 (20.4)	56,464 (19.6)	54,487 (12.2)	52,542 (8.6)	55,675 (7.9)	67,655 (8.8)
Diesel	52,199 (25.3)	44,779 (24.9)	54,985 (30.8)	73,143 (28.7)	68,574 (26.1)	56,464 (27.7)	54,487 (20.1)	52,542 (16.6)	55,675 (15.7)	67,655 (17.1)
Nissan Diesel	21,141 (8.2)	20,903 (8.6)	19,842 (8.4)	22,970 (7.2)	27,818 (8.3)	26,336 (9.1)	25,810 (5.8)	29,022 (4.7)	28,426 (4.0)	40,908 (5.3)
Diesel	21,141 (10.3)	20,903 (11.6)	19,842 (11.1)	22,970 (9.0)	27,818 (10.6)	26,336 (12.9)	25,810 (9.5)	29,022 (9.2)	28,426 (8.0)	40,908 (10.3)
Others	95 (Neg)	130 (Neg)	174 (Neg)	209 (Neg)	275 (Neg)	253 (Neg)	346 (Neg)	183 (Neg)	421 (Neg)	394 (Neg)
Diesel	95 (Neg)	130 (Neg)	174 (Neg)	209 (Neg)	275 (0.1)	253 (0.1)	346 (0.1)	183 (Neg)	421 (0.1)	394 (0.1)

JAPAN TRUCK (CAPACITY > 2000 cc) PRODUCTION BY COMPANY 1970-1979 (UNIT)

No 13-5  
Date

Source: "Automobile Statistical Annual", JAMA

Note: Figures in parentheses represents each company's share among the total production of each product category

Neg means negligible



Japan Truck (500cc < cap. ≤ 2000cc) Production by company 1970-1979 No. 14-1  
(UNIT)

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Toyota	483,943 (38.6)	496,577 (38.1)	545,550 (35.7)	615,576 (36.8)	552,981 (32.3)	530,191 (32.9)	566,483 (30.9)	591,816 (32.7)	594,537 (30.6)	573,005 (30.3)
Gasoline	472,320 (40.8)	486,474 (40.4)	531,106 (37.9)	597,355 (39.6)	531,359 (34.3)	504,576 (35.0)	543,101 (32.6)	564,518 (35.4)	565,449 (33.5)	516,693 (32.9)
Diesel	11,623 (12.0)	10,103 (10.0)	14,444 (11.6)	18,221 (11.0)	21,622 (13.0)	25,615 (15.2)	23,382 (14.1)	27,298 (12.8)	29,088 (11.4)	56,312 (17.5)
Nissan	451,850 (36.0)	469,775 (36.0)	491,727 (32.2)	526,319 (31.4)	525,329 (30.6)	520,175 (32.3)	653,993 (35.7)	627,441 (34.7)	615,842 (31.7)	569,315 (30.1)
Gasoline	442,666 (38.3)	463,183 (38.5)	484,882 (34.6)	517,796 (34.3)	517,673 (33.5)	511,772 (35.5)	635,364 (38.2)	606,803 (38.0)	567,819 (33.7)	520,595 (33.2)
Diesel	9,184 (9.5)	6,592 (6.5)	6,845 (5.5)	8,523 (5.2)	7,656 (4.6)	8,403 (5.0)	18,609 (11.2)	20,638 (9.7)	48,023 (18.8)	48,720 (15.1)

## Japan Truck (500cc &lt; cap = 2000cc) Production by Company 1970 - 1979

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Mitsubishi	57,794 (4.6)	80,517 (6.2)	91,506 (6.0)	120,569 (7.2)	125,898 (7.3)	126,431 (7.9)	116,087 (6.3)	123,450 (6.8)	150,670 (7.8)	171,589 (9.1)
Gasoline	40,051 (3.5)	58,520 (4.9)	64,043 (4.6)	82,873 (5.5)	91,902 (5.9)	87,598 (6.1)	88,379 (5.3)	84,203 (5.3)	109,723 (6.5)	112,777 (7.2)
Diesel	17,743 (18.3)	21,997 (21.8)	27,463 (22.1)	37,696 (22.8)	33,996 (20.4)	38,833 (23.0)	27,708 (16.7)	39,247 (18.4)	40,947 (16.0)	58,812 (18.2)
Toyo Kogyo	151,249 (12.1)	145,532 (11.2)	222,806 (14.6)	209,365 (12.5)	284,374 (16.6)	193,286 (12.0)	226,436 (12.4)	157,024 (8.7)	194,377 (10.0)	176,771 (9.3)
Gasoline	139,647 (12.1)	131,308 (10.9)	205,089 (14.6)	186,517 (12.4)	256,739 (16.6)	169,481 (11.8)	201,558 (12.1)	127,022 (8.0)	166,284 (9.9)	134,132 (8.5)
Diesel	11,602 (11.9)	14,224 (14.1)	17,717 (14.2)	22,848 (13.8)	27,635 (16.6)	23,805 (14.1)	24,878 (15.0)	30,002 (14.0)	28,093 (11.0)	42,639 (13.2)

No. 14-3  
UNIT

Japan Truck (500cc (cap) = 2000 cc) Production by Company 1970 - 1979

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Isuzu	68,791 (5.5)	69,052 (5.3)	126,299 (8.3)	137,435 (8.2)	153,498 (9.0)	133,002 (8.3)	164,474 (9.0)	170,922 (9.4)	208,907 (10.8)	190,681 (10.1)
Gasoline	26,344 (2.3)	25,975 (2.2)	75,041 (5.3)	70,214 (4.7)	87,350 (5.6)	71,463 (5.0)	104,329 (6.3)	89,112 (5.6)	113,478 (6.7)	95,572 (6.1)
Diesel	42,447 (43.7)	43,077 (42.7)	51,258 (41.2)	67,221 (40.7)	66,148 (39.7)	61,539 (36.5)	60,145 (36.2)	81,810 (38.3)	95,429 (37.4)	95,109 (29.5)
Daihatsu	40,913 (3.3)	30,340 (2.3)	34,468 (2.3)	48,211 (2.9)	41,512 (2.4)	55,322 (3.4)	58,243 (3.2)	67,118 (3.7)	62,901 (3.2)	63,409 (3.4)
Gasoline	26,380 (2.3)	25,519 (2.1)	27,680 (2.0)	37,463 (2.5)	31,939 (2.1)	44,801 (3.1)	46,756 (2.8)	52,467 (3.3)	51,069 (3.0)	46,202 (2.9)
Diesel	4,533 (4.7)	4,821 (4.8)	6,788 (5.5)	10,748 (6.5)	9,573 (5.7)	10,521 (6.2)	11,487 (6.9)	14,651 (6.9)	11,832 (4.6)	17,207 (5.3)

## Japan Truck (500cc &lt; cap ≤ 2000 cc) Production by Company 1970-1979 UNIT

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Honda	—	—	—	—	4,081 (0.2)	17,043 (1.1)	11,898 (0.6)	5,168 (0.3)	6,211 (0.3)	6,335 (0.3)
gasoline	—	—	—	—	4,081 (0.3)	17,043 (1.2)	11,898 (0.7)	5,168 (0.3)	6,211 (0.4)	6,335 (0.4)
Hino	—	—	—	—	—	—	—	—	1,890 (0.1)	3,593 (0.2)
diesel	—	—	—	—	—	—	—	—	1,890 (0.7)	3,593 (1.1)
Suzuki	—	—	—	—	—	—	—	6,142 (0.3)	15,591 (0.8)	—
gasoline	—	—	—	—	—	—	—	6,142 (0.4)	15,591 (0.9)	—
Fuji H I	9,321 (0.7)	13,146 (1.0)	14,798 (1.0)	17,091 (1.0)	20,249 (1.1)	19,434 (1.2)	32,928 (1.8)	65,564 (3.6)	94,699 (4.9)	108,318 (5.7)
gasoline	9,321 (0.8)	13,146 (1.1)	14,798 (1.1)	17,091 (1.1)	20,249 (1.3)	19,434 (1.3)	32,928 (2.0)	65,564 (4.1)	94,699 (5.6)	108,318 (6.9)

JAPAN TRUCK (500 CC < CAP ≤ 2000 CC) PRODUCTION BY COMPANY 1970-1979

No. 14-5  
Date

Source: "Automobile Statistical Annual", JAMA

Note: Figures in parentheses represents each company's share among the total production of each product category



JAPAN TRUCK (CAPACITY  $\leq$  500CC) PRODUCTION BY COMPANY 1970-1979 (UNIT)

No. 15-2

Date

Source: "Automobile Statistical Annual", JAMA

Note: Figures in parentheses represents each company's share among the total production of each product category

Japan Passenger Car (cap. > 2000 cc) Production by Company 1970-1979 <sup>No. 16-1</sup> (UNIT)

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Total	51,619	71,233	95,340	103,457	146,303	209,032	310,810	439,604	472,333	412,556
Toyota	29,121 (56.4)	19,108 (26.8)	16,348 (17.1)	19,693 (19.0)	68,300 (46.7)	124,898 (59.8)	205,229 (66.0)	264,526 (60.2)	280,775 (59.4)	249,832 (60.6)
Nissan	22,498 (43.6)	52,125 (73.2)	78,992 (82.9)	83,764 (81.0)	78,003 (53.3)	83,643 (40.0)	104,898 (33.7)	161,986 (36.8)	144,311 (30.6)	140,741 (34.1)
Mitsubishi	—	—	—	—	—	—	500 (0.2)	12,966 (2.9)	47,247 (10.0)	21,983 (5.3)
Toyo Kogyo	—	—	—	—	—	491 (0.2)	183 (Neg)	126 (Neg)	—	—



JAPAN PASSENGER CAR (CAP > 2000 CC) PRODUCTION BY COMPANY 1970-1979 (UNIT)

No 16-2  
Date

source : "Automobile Statistical Annual", JAMA

Note : Figures in parentheses represents each company's share among the total production of each product category

No. 17-1

Japan Passenger Car (500cc < Cap. ≤ 2000cc) Production by Company 1970-1979 (UNIT)

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Total	2,377,639	3,011,889	3,438,543	3,991,904	3,537,232	4,198,550	4,549,253	4,811,439	5,327,252	5,588,115
Toyota % share	1,039,200 (43.7)	1,381,078 (45.9)	1,471,313 (42.8)	1,612,247 (40.4)	1,416,437 (40.0)	1,589,938 (37.9)	1,525,538 (33.5)	1,619,734 (33.7)	1,758,340 (33.0)	1,861,470 (33.3)
Nissan	876,510 (36.9)	1,049,381 (34.8)	1,273,259 (37.0)	1,403,596 (35.2)	1,177,666 (33.3)	1,449,088 (34.5)	1,505,421 (33.1)	1,453,880 (30.2)	1,588,821 (29.8)	1,598,205 (28.6)
Mitsubishi	107,370 (4.5)	152,135 (5.1)	163,322 (4.7)	228,669 (5.7)	194,448 (5.5)	257,852 (6.1)	368,958 (8.1)	439,083 (9.1)	544,492 (10.2)	471,321 (8.4)
Toyo Kogyo	220,978 (9.3)	300,980 (10.0)	350,480 (10.2)	445,264 (11.2)	365,701 (10.3)	370,602 (8.8)	446,435 (9.8)	498,565 (10.4)	493,111 (9.3)	647,001 (11.6)
Isuzu	18,815 (0.8)	14,769 (0.5)	13,274 (0.4)	14,734 (0.4)	28,140 (0.8)	64,735 (1.5)	91,157 (2.0)	74,971 (1.6)	102,883 (1.9)	86,397 (1.5)
Honda	65,513 (2.8)	45,123 (1.5)	64,397 (1.9)	159,328 (4.0)	257,503 (7.3)	328,107 (7.8)	473,597 (10.4)	576,631 (12.0)	652,920 (12.3)	706,375 (12.6)
Suzuki	804 (Neg)	272 (Neg)	620 (Neg)	680 (Neg)	130 (Neg)	21 (Neg)	—	—	8 (Neg)	2,621 (Neg)





Japan Passenger Car (Cap.  $\leq 500$  cc<sup>\*</sup>) Production by Company 1970-1979 (UNIT)

No. 18-1

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Total	749,450	634,736	488,406	375,189	248,307	160,272	167,729	180,002	176,383	175,100
Mitsubishi	139,052 (18.6)	108,846 (17.1)	59,568 (12.2)	52,329 (13.9)	38,673 (15.6)	30,994 (19.3)	33,386 (19.9)	34,383 (19.1)	37,147 (21.1)	35,251 (20.1)
Toyo Kogyo	3,542 (0.5)	—	29,223 (6.0)	20,470 (5.5)	13,227 (5.3)	16,052 (10.0)	—	—	—	—
Honda	211,371 (28.2)	170,133 (26.8)	170,851 (35.0)	97,634 (26.0)	58,509 (23.6)	—	—	—	—	—
Suzuki	144,039 (19.2)	150,691 (23.7)	89,873 (18.4)	87,648 (23.4)	55,147 (22.2)	50,647 (31.6)	43,347 (25.8)	55,888 (31.0)	62,451 (35.4)	67,177 (38.4)
Daihatsu	129,825 (17.3)	140,108 (22.1)	83,969 (17.2)	73,261 (19.5)	44,361 (17.9)	34,339 (21.4)	36,347 (21.7)	36,313 (20.2)	32,613 (18.5)	38,008 (21.7)
Fuji H I	121,621 (16.2)	64,958 (10.2)	54,922 (11.2)	43,847 (11.7)	38,390 (15.5)	28,240 (17.6)	54,649 (32.6)	53,418 (29.7)	44,172 (25.0)	34,664 (19.8)

JAPAN PASSENGER CAR (CAP  $\leq$  500CC) PRODUCTION BY COMPANY 1970-1979 (UNIT)

No. 18-2

Date

Source : "Automobile Statistical Annual", JAMA

Note : Figures in parentheses represents each company's share among the total production of each product category

\* Before <sup>(Jan.)</sup> 1976 capacity was 360 cc and less.  
 (However no cars of capacity between 360 cc and 500 cc were produced before Jan 1976)

shipment of Motor Vehicle Parts in Japan (Fiscal Year 1978) <sup>NO. 19-1</sup>  
 (million yen)

	For Auto Manufacturers		Total	For Body producers	To Trading Firms & Wholesalers (including parts export)		Total
	For new vehicles	for after- market			Parts for domestic models	Parts for foreign cars	
Engine Parts	479,787	44,257	524,043	2177	52,422	817	579,459
carburetors	50,915	1,269	52,183	0	3,596	32	55,811
fuel injector	36,021	462	36,483	0	7,831	0	44,314
air cleaner	24,557	4,306	28,862	0	2,280	0	31,142
radiator	60,820	2,461	63,281	129	1,089	0	64,499
others	307,474	35,759	343,234	2,048	37,626	785	383,693
Electrical Parts	151,642	14,551	166,192	0	40,060	28	206,280
motor starter	47,750	2,136	49,885	0	6,934	0	56,820
generators	43,670	744	44,415	0	3,708	0	48,123
others	60,222	11,671	71,892	0	29,418	28	101,338
Steering Drive & Transmission Parts	438,135	30,662	468,798	7,959	19,701	6,735	503,192
clutch (assembly)	24,314	12,127	41,441	823	4,474	0	46,737
Oil Seal	26,982	3,144	30,127	0	2,118	22	32,267
wheel	58,101	6,849	64,951	353	3,586	235	69,125
transmission	26,202	1,208	27,409	4344	0	297	32,050

(4 million)

	FOR Auto Manufacturers			For Body manufacturers	To Trading firms & wholesalers (including direct parts suppliers)			Total
	FOR new vehicles	For after market	Total		for domestic models	for foreign cars		
Axle Housing	28,727	29	28,756	160	0	1063		29,979
Others	266,009	7,305	273,314	2279	9,523	5118		293,034
Suspension and Brake parts	345,140	23,095	368,235	9072	30,135	4,116		411,558
classis spring	38,646	1,677	40,323	108	3322	3006		46,756
shock absorber	44,100	2378	46,478	0	5323	0		51801
power brake	30,263	441	30,704	0	2618	0		33,322
Brake cylinder	32,526	5,294	37,820	86	2675	96		40,678
Brake (assemblies)	71,932	4,309	80,150	0	1615	0		81,764
Others	127,673	8,996	132,760	8,879	14,582	1014		157,237
other components	599,917	33,966	633,883	11548	216108	899		862438
head lamp	18,776	1,715	20491	160	199	0		20850
speed meter	44,775	993	45768	0	2236	392		48416
wiper	36,722	2553	39275	2729	2826	0		44830
air conditioner	30,235	5076	35311	2	171,351	0		206663
heater	64,026	1589	65615	1641	2127	0		69384



(7 million)

No. 19-3

Date

	For auto manufacturers			Total	For body manufacturers	To trading firms & wholesalers (including direct parts export)		Total
	For new vehicles	For aftermarket				For DOMESTIC models	For foreign cars	
wire harness	101,377	0	101,377	0	1730	3	103110	
others	304,006	22040	326,046	7016	35619	504	369185	
<b>Chassis Parts</b>	<b>218,945</b>	<b>10522</b>	<b>229467</b>	<b>2271</b>	<b>3822</b>	<b>337</b>	<b>235896</b>	
frame	40,466	48	40,515	23	0	93	40,631	
mufflers & silencers	33,961	5938	39,899	1888	1645	0	42,432	
Rubber damper	50,808	940	51,748	28	743	0	52,520	
others	93,710	3596	97,305	332	1434	244	99,313	
<b>Body Parts</b>	<b>608,410</b>	<b>15208</b>	<b>623619</b>	<b>23041</b>	<b>4466</b>	<b>69</b>	<b>651195</b>	
window frame	27,750	121	27,871	116	718	0	28,705	
lock	35,861	1438	37,300	1302	227	43	38,872	
seat & seat spring	118,696	179	118,875	4252	54	0	123,182	
panel	46,061	3769	49,830	1164	1445	0	51,919	
others	380,042	9701	389,743	16207	2022	26	408,517	
<b>Service Tools</b>	<b>5072</b>	<b>78</b>	<b>5150</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>5151</b>	
<b>Total</b>	<b>2,847,048</b>	<b>112,338</b>	<b>3,019,386</b>	<b>56067</b>	<b>366,717</b>	<b>13000</b>	<b>3,455,170</b>	

source: "Jidosha Buhin Sessan Doko Chosa (Survey on  
the Trend in Auto Parts Production) FY 1978"  
Japan Auto Parts Industry Association

note: The survey <sup>(sample size)</sup> was 305 firms.

Parts for motor cycles and small light weighted  
vehicles (capacity less than 500 cc) are  
excluded

Figures were rounded and may not add up

\* started on April 1, 1978 and ended on March 31, 1979

JAPAN VEHICLE MANUFACTURERS' PURCHASE OF COMPONENTS

No 20-1

Date

	6 items and over					5 items	4 items	3 items	2 items	1 item	TOTAL
Toyota	4	[ Nippondenso (24) - Toyoda Gosei (9)	Aisin Seiki (17)	Toyoda Machine Works (7)		2	6	5	19	77	113
Nissan	5	[ Atsuga (10) Tokico (6)	Hitachi (9)	Ichikoh (8)	Tsuchiya (7)	4	3	13	24	66	115
Toyo Kogyo	4	[ Nippondenso (12)	Tokyo Roki (7)	Kawada (6)		4	7	9	18	89	131
Mitsubishi	4	[ Nippondenso (18) Hosei (6)	Aisin Seiki (9)	Mitsubishi Electric (6)		3	9	7	26	99	148
Honda	3	[ Nippondenso (12)	Hitachi (7)	Mitsuba (6)		1	5	8	20	77	113
Isuzu	3	[ Automobile Parts (8)	Hitachi (6)	Ichikoh (6)		3	7	8	18	68	107
Fuji H I	4	[ Hitachi (9)	Nippondenso (9)	Atsuga (9)	Ohshima (6)	2	2	13	14	65	100
Daihatsu	3	[ Nippondenso (23)	Aisin Seiki (12)	Aoi (8)		4	7	8	22	69	113
Suzuki	2	[ Nippondenso (11)	Aisin Seiki (8)			-	4	9	15	63	93
Hino	2	[ Nippondenso (12)	Aisin Seiki (7)			2	4	13	16	66	103
Nissan Diesel	2	[ Hitachi (6)	Ichikoh (6)			2	8	6	26	77	121

Toyota Motor

## Plant Property and Equipment by Location

Newest Investment

21-1

As of June 30, 1980 (After Depreciation)

Plant Location	Product	Employees (person)	Land (1000 m <sup>2</sup> ) (million)		Building (1000 m <sup>2</sup> ) (million)		Machinery (million)	Other (million)	Total (million)
Honsha	Trucks	2,758	838	949	386	6,037	9,206	3,855	19,047
Motomachi	Passenger Cars	4,753	1,517	4,024	650	8,078	21,623	8,703	42,428
Kamigo	Engine Transmissions	3,917	899	905	522	7,296	18,299	3,316	29,816
Takaoka	passenger cars	5,638	1,300	2,254	493	6,533	13,246	4,474	26,507
Miyoshi	Chassis Parts	1,646	292	198	125	1,481	8,306	926	10,911
Tsutsumi	passenger cars	6,023	973	1,658	522	8,368	17,433	5,478	32,937
Myochi	Engine Parts Chassis Parts	759	325	1,440	121	6,230	6,924	1,240	15,834
Shinoyama	Engine Parts Exhaust Emission control Revision	923	365	1,561	131	5,887	20,328	1,654	29,430
Kinu-ura	Transaxles	544	443	5,058	113	8,239	9,787	1,721	24,805
Tahara	trucks	1,168	3,366	43,117	153	9,513	7,237	4074	63,941
Technical Center & Others (including Head Office)		18,935	9,308	34,106	747	27,775	10,182	16,979	89,042
Total		47,064	18,626	95,270	3,963	96,437	142,571	51,420	384,618

Toyota Motor

Equipment by Location

CAS of June 30, 1950

No. 21-2

(UNIT)

	Machine Tool	Metal working	Welding	Other production Equipment	Others
Honsha	2 530	1 423	664	4 558	959
Motomachi	1 605	1 532	2 377	4 902	1 424
Kamigo	4 352	801	130	4 969	1 052
Takaoka	104	856	3 903	2 188	3 129
Miyoshi	2 005	848	188	1 602	630
Tsutsumi	2 345	1 441	2 473	3 190	2 442
Myochi	136	22	8	1 060	188
Shimoyama	1 057	394	513	747	432
Kinu-ura	905	184	6	560	111
Tahara	21	70	659	522	144
Technical Center and Others	722	413	138		863
Total	15 782	7 984	11 059	30 132	11 374

21-3

Toyota

Net increase in fixed assets  
from July 1, 1979 to June 30, 1980

was ¥105,548 million

## Plant Property and Equipment by Location

As of March 31, 1980

Plant Location	product	Employee	Land		Building		Machine ¥ million	Others ¥ million	Total ¥ million
			(1000 m <sup>2</sup> )	¥ million	(1000 m <sup>2</sup> )	¥ million			
Yokohama	Engine	6,892	532	174	333	4,399	23,340	7,359	35,272
Yoshihara	TRANSMISSION & SHIFTERING DRIVE PARTS	4,708	592	6,025	264	4,926	17,490	2,344	30,785
Oppama	passenger cars	5,809	769	5,626	404	6,983	14,357	9,210	36,176
Zama	passenger cars	6,245	775	5,482	421	7,606	11,575	7,765	32,428
Murayama	passenger cars	5,985	678	3,627	430	7,848	11,268	6,121	28,864
Tochigi	passenger cars	8,403	1,945	2,181	601	12,881	25,275	5,899	46,236
Kyushu	Truck engine	4,074	1,294	6,256	325	11,874	20,648	5,107	43,885
sub-total for motor vehicle		42,116	6,585	29,371	3,778	56,517	123,953	43,805	253,646
Others		14,586	6305	59,699	2,742	52,187	15,131	41,664	168,681
Total		56,702	12,890	89,070	5,520	108,704	139,084	85,469	422,327

Nissan Motor

No. 22-2

Equipment by Plant Location (UNIT)

	Metal cutting Machine	Machine Tool	General Powering Machine	Tasting Machine	power Machine	Supply Equipment	Engineering Equipment	Conveyance Equipment	others	Total
Yokohama	1436	1048	128	962	1,214	811	982	2,393	44	9388
Yoshihara	4923	459	116	268	400	673	505	2793	85	9522
Oppama	134	1153	334	343	591	1,339	572	1,811	120	6397
Zama	323	1122	133	305	847	691	536	1,538	105	5,600
Murayama	978	1053	125	390	859	307	720	1597	441	6470
Tochigi	1539	1678	258	566	302	298	866	2477	158	8142
Kyushu	359	627	52	213	159	116	373	863	10	2772
others	217	90	105	176	357	209	210	176	55	1595
Total	9209	7230	1251	3223	4729	4444	4764	13648	1388	49886



22-3

Nissan

Net increase in fixed assets  
was ¥ 98909 million

Toyo Kogyo

Plant Property and Equipment

(As of Oct 31, 1979)

No. 23-1

Plant Location	Product	Employee*	Land (1000m <sup>2</sup> ) (\$ million)	Building (1000m <sup>2</sup> ) (\$ million)	machine	others	Total
Honsha	passenger car, truck engine fuel tank engine parts diesel engine	26,352	3,404 8,711	1,215 21,075	42,390	19,920	9,3096
Hofu							
Takaya							
Miyoshi							
Others (office & distribution center, etc)	457	2,569 16,541	993 16,016	424	3,219	35,200	
Total	26,809	5,973 25,252	2,208 37,091	42,814	22,139	127,296	

\* including staff working at headquarters

Toyo Kogyo

No. 23-2

	Machine Tool	press & cut	casting	welding	other metal working	Others	Total
Toyo Kogyo (total)	5,251	402	20	3034	842	17,606	27,155
TOYO KOGYO							
net increase in fixed assets      ¥ 1323 million							

Isuzu Motors Limited

Plant Property and Equipment by Location

(As of Oct 31, 1979) No. 24-1

Plant Location	Product	Employees	Land (1000 m <sup>2</sup> ) ¥ million		Buildings (1000 m <sup>2</sup> ) ¥ million		Machine (¥ million)	Others (¥ million)	Total
Kawasaki	Truck, engine	4262	379	810	270	727	9,306	3,808	18,543
Tsurumi	engine parts	312	44	6	40	227	1,515	103	1,851
Tochigi	parts	800	973	1,208	81	2,374	7,516	1,022	12,120
Fujisawa	small truck passenger cars	7,312	1,145	1,613	354	6,251	20,372	4,658	32,894
Others (including headquarter, distribution centers, etc)		1,590	4,730	20,326	442	13,98	462	4,028	34,905
Total		14,276	7,271	23,963	1,187	23,560	39,171	13,619	100,313

## Equipment by Plant Location

Plant Location	(UNIT)			
	Machine Tool	Non-Machine Tool machine	Others	Total
Kawasaki	1,263	1,254	4094	6,611
Tsurumi	669	135	708	1,512
Tochigi	1,293	177	997	2,467
Fujisawa	1,750	2,311	3344	7,405
Others	13	511	322	846
Total	4,988	4,388	8,465	18,841

ISUZU MOTORS

net increase in fixed assets was ¥ 28,668 million



## Fuji Heavy Industries

## Equipment by Plant

Plant	Machine Tool	Industrial machine	Electric machine	Testing Equipment	Others	Total
Mitaka	1070	175	334	395	776	2,750
Gunma	364	1,707	1,135	720	2,554	6,480
Others						
Total	2,405	3,111	2,096	1,702	5,411	14,725

FUJI HEAVY INDUSTRIES

net increase in fixed assets - ¥ 10681 million

Daihatsu Motor

Plant Property and Equipment by Location

No. 26-1

(As of June 30, 1950)

Plant Location	Product	Employee	Land		Buildings		Machine (¥ million)	Others (¥ million)	Total
			(1000m <sup>2</sup> )	(¥ million)	(1000m <sup>2</sup> )	(¥ million)			
Honsha (Ikeda) - I	auto parts	4890	169	346	120	1,640	1,894	3,062	6,942
Honsha - II			148	390	110	1,075	4,071	906	6,442
Kyoto		1350	159	991	89	2,300	3,006	1,076	7,373
Shiga	auto parts	1282	663	551	122	3,733	11,989	1,372	17,645
Others (including head quarters)		1,583	1,807	7,110	262	3,459	715	853	12,137
Total		9,105	2,946	9,388	703	12,207	21,675	7,269	50,539



Equipment by Plant Location

Plant Location	Machine Tool	Metal Working	Welding	other Industrial Machine	others	Total
Honsha - I	1 276	236	983	1 950	541	4 986
Honsha - II	57	44	1 721	1 578	540	3 940
Kyoto	26	137	1 383	764	316	2 626
Shiga	1 833	150	273	1 657	437	4 350
others	246	54	223	395	78	996
Total	3 438	621	4 583	6 344	1 912	16 898

DAIHATSU MOTOR

net increase in fixed assets ¥ 18 769 million

Nissan Diesel Motor Co., Ltd

(As of March 31, 1980)

No. 27-1

Plant Property and Equipment by Plant Location

Plant	Product	Employees	Land (1000m <sup>2</sup> ) (¥ million)	Building (1000m <sup>2</sup> ) (¥ million)	Machine (¥ million)	Others (¥ million)	Total (¥ million)
Ageo	engine, truck	4,836*	532 3471	249 8661	12085	3386	27,603
Kawaguchi	auto parts	1121	152 890	64 1611	4042	348	6,891
others (offices, etc)		264	406 4605	84 3378	1513	244	9,740
Total		6,221	1090 8966	397 13,650	17640	3978	44,234

\* including five workers at headquarters

Nissan Diesel Motor Co, Ltd Equipment by Plant

Plant	Machine Tool	Press	welding	other industrial machines	Others	Total
Ageo	1029	138	458	307	2798	4730
Kawaguchi	1047	50	43	36	1025	2201
others	89	9	44	93	820	1055
Total	2165	197	545	436	4643	7986

NISSAN DIESEL MOTOR CO.

net increase in fixed assets ¥ 7634 million







HIND Motors

	Machine	Tool	Welding	Others	Total
HIND	2350		275	4592	7217
Hamura	2117		562	2010	4689
Total	4467		837	6602	11906

HIND MOTORS

net increase in fixed assets ₹ 9416 million

Suzuki Motor Plant Property and Equipment by Location as of March 31, 1980 No. 31-1  
Date

Plant	Product	Employees	LAND		Building		Machine	Others	Total
			(1000 m <sup>2</sup> )	(¥million)	(1000 m <sup>2</sup> )	(¥million)			
Honsha *	Machining	3,168*	173	95	116	2,616	9071	1025	13407
Iwata	Truck engines	1,160	246	592	89	1,082	3347	715	5736
Ohnaga	casting	312	105	151	24	593	1969	431	3144
Kosei	small automobile commercial vehicle	896	561	730	82	1,328	2122	1065	5245
Others (offices, distribution centers, etc.)		3,015	1409	8,798	301	5,151	3154	1621	18724
Total		8,551	2494	10,366	612	10,770	20,263	4857	46,256

\* including office workers at headquarters



Suzuki

(UNIT)

No. 30-2

Date

	Machine Tool	Welding	Painting	Other Industrial Machinery	Others	Total
Honsha	1682	53	16	739	993	3483
Iwata	141	217	34	452	274	1118
Ohkuga	96	4	2	351	100	553
Kosei	8	344	47	356	179	934
Other	321	368	60	1556	244	1404
Total	2248	986	159	3454	1790	7492

SUZUKI MOTOR

net increase in fixed assets ¥ 11783 million

II MOTOR VEHICLE STATISTICS OF JAPAN, 1980--

REPRODUCED FROM JAPAN AUTOMOBILE

MANUFACTURERS' ASSOCIATION, INC.

**MOTOR VEHICLE  
STATISTICS OF JAPAN**

*1980*

I-II  
1

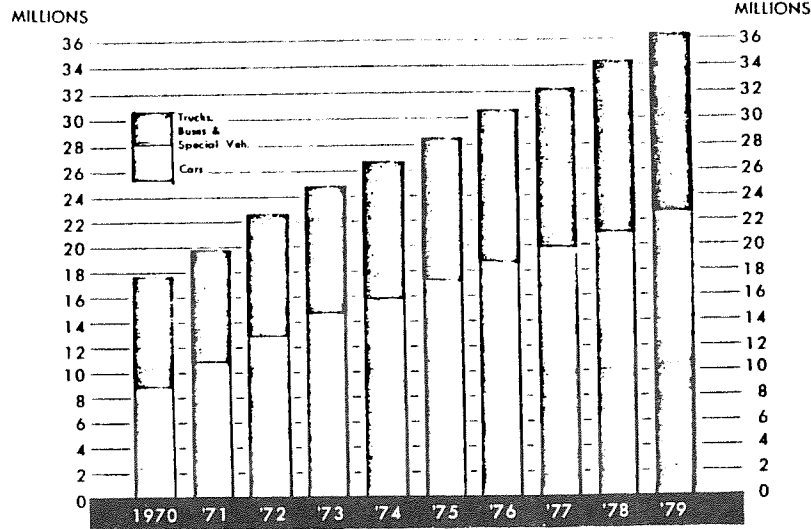
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## Motor Vehicles in Use as of the End of Dec.



	Cars	Trucks	Buses	Special Purpose Veh.	Total	Three-Wheelers
1956	181,074	295,234	38,241	39,400	553,949	493,839
1957	218,524	373,575	42,840	47,257	682,196	553,958
1958	259,631	455,842	47,050	54,784	817,307	612,342
1959	318,758	575,701	51,075	63,588	1,009,122	742,340
1960	457,333	775,715	56,192	64,286	1,353,526	833,159
1961	663,951	1,159,542	63,450	76,612	1,963,555	904,262
1962	889,032	1,677,467	72,029	90,776	2,729,304	903,496
1963	1,233,651	2,337,249	81,414	110,038	3,762,352	879,277
1964	1,672,359	3,090,969	93,011	132,111	4,988,450	793,635
1965	2,181,275	3,865,478	102,695	150,572	6,300,020	682,949
1966	2,833,246	4,798,961	114,289	174,876	7,921,372	573,843
1967	3,836,409	5,856,191	129,217	207,207	10,029,024	472,075
1968	5,209,319	6,879,252	148,286	245,409	12,482,266	388,291
1969	6,933,732	7,733,403	170,137	289,394	15,126,666	317,702
1970	8,778,972	8,281,759	187,980	333,132	17,581,843	243,934
1971	10,572,122	8,705,716	194,360	385,679	19,857,877	202,906
1972	12,531,149	9,230,385	202,819	444,160	22,408,513	167,671
1973	14,473,630	9,810,306	212,622	502,723	24,999,281	136,465
1974	15,853,548	10,157,905	222,430	547,423	26,781,306	119,659
1975	17,236,321	10,043,853	226,284	584,100	28,090,558	47,998
1976	18,475,565	10,750,017	222,384	621,294	30,069,260	41,406
1977	19,825,712	11,294,549	224,648	663,041	32,007,950	36,229
1978	21,279,689	11,904,903	226,970	709,172	34,120,734	30,978
1979	22,667,297	12,577,139	229,039	757,538	36,231,013	24,298

Note: Truck tractors and bus tractors are included in "Trucks" and "Buses" respectively.  
Source: Ministry of Transport

## Diesel Vehicles in Use

	Cars	% of Total Cars	Trucks	% of Total Trucks	Buses	% of Total Buses	Special Purpose Veh.	% of Total S.P.V.	Total	% of Total Vehicles
1961	370	0.1	149,241	7.3	54,444	85.8	21,199	24.9	225,254	7.9
1962	1,492	0.2	193,486	7.5	61,764	85.7	29,770	29.8	286,512	7.9
1963	9,134	0.7	246,755	7.7	69,734	85.7	42,856	35.9	368,479	7.9
1964	13,232	0.8	302,467	7.8	77,485	83.3	56,631	40.0	449,815	7.8
1965	13,697	0.6	350,905	7.7	83,785	81.6	69,038	43.3	517,425	7.4
1966	15,019	0.5	434,592	8.1	89,788	78.6	85,596	46.7	624,995	7.4
1967	14,615	0.4	541,530	8.6	96,187	74.4	109,014	50.5	761,346	7.3
1968	13,504	0.3	650,953	9.0	101,991	68.8	138,751	54.6	905,199	7.0
1969	11,965	0.2	763,791	9.5	108,647	63.9	170,597	57.2	1,055,020	6.8
1970	10,738	0.1	884,882	10.4	110,698	58.9	205,143	60.1	1,211,461	6.8
1971	8,328	0.1	1,011,815	11.4	114,167	58.7	229,620	61.2	1,373,930	6.8
1972	4,853	—	1,157,283	12.3	119,806	59.1	288,723	64.6	1,570,585	7.0
1973	3,942	—	1,341,640	13.5	124,703	58.7	338,481	66.9	1,808,766	7.2
1974	3,129	—	1,468,728	14.3	133,869	60.2	375,536	68.2	1,981,262	7.4
1975	4,220	—	1,558,244	15.5	143,278	63.3	404,156	68.9	2,119,938	7.5
1976	12,969	0.1	1,720,323	15.9	143,368	64.5	438,551	70.3	2,315,211	7.7
1977	39,383	0.2	1,900,745	16.8	151,947	67.2	479,981	72.1	2,571,156	8.0
1978	90,052	0.4	2,131,624	17.9	159,725	70.4	525,663	73.9	2,907,064	8.5
1979	164,899	0.7	2,429,434	19.3	168,883	73.7	574,667	75.9	3,337,883	9.2

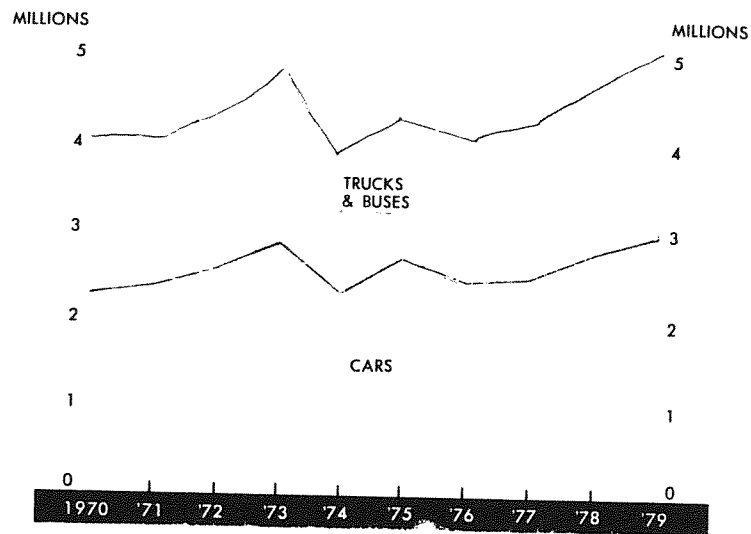
Note: The figures are as of the end of Dec. and include three wheelers.  
Source: Ministry of Transport

## Vehicles in Use by Year of First Registration as of the end of March, 1978

	Cars	%	Trucks	%	Buses	%	Special Purpose Veh.	%	Total	%
1978	406,375	3.5	287,988	3.6	6,471	2.9	13,901	3.3	914,735	3.5
1977	2,363,582	13.5	1,079,522	13.5	22,016	9.8	51,724	12.2	3,516,844	13.4
1976	2,228,208	12.7	1,101,401	13.8	22,198	9.9	45,751	10.8	3,397,558	13.0
1975	2,540,885	14.5	1,015,482	12.7	20,072	9.0	43,893	10.3	3,620,332	13.8
1974	1,976,383	11.2	930,253	11.7	23,168	10.3	47,193	11.1	2,976,997	11.4
1973	2,446,281	13.9	1,126,761	14.0	26,198	11.7	56,667	13.3	3,655,907	14.0
1972	1,956,358	11.0	828,902	10.4	20,408	9.1	41,236	9.7	2,846,904	10.9
1971	1,406,562	8.0	557,975	7.0	18,954	8.5	32,300	7.6	2,015,791	7.7
1970	1,026,984	5.8	395,311	5.0	20,333	9.1	27,050	6.4	1,469,678	5.6
1969	485,076	2.8	252,140	3.2	16,503	7.4	19,173	4.5	772,892	3.0
1968	243,335	1.4	142,159	1.8	10,976	4.9	12,448	2.9	408,918	1.6
1967	107,389	0.6	85,860	1.1	7,302	3.3	8,179	1.9	200,730	0.8
1966	59,009	0.3	51,635	0.6	4,246	1.9	5,794	1.4	120,684	0.5
1965	37,911	0.2	34,267	0.4	2,329	1.0	4,052	1.0	78,559	0.3
1964 & Older	85,039	0.4	90,033	1.1	2,920	1.3	15,291	3.6	193,283	0.7
Total	17,569,377	100.0	7,979,689	100.0	224,094	100.0	424,652	100.0	26,197,812	100.0

Note: The figures do not include vehicles of 550 c.c. & less (360 c.c. & less up to the end of 1975).  
Source: Ministry of Transport.

## New Motor Vehicle Registrations



	Cars	Trucks	Buses	Total	Three-Wheelers
1956	31,743	70,020	5,388	107,151	103,572
1957	44,431	110,363	6,269	161,063	114,518
1958	49,236	115,646	6,196	171,078	103,339
1959	73,050	158,607	6,473	238,130	151,958
1960	145,227	255,693	7,260	408,180	260,143
1961	229,057	504,703	9,159	742,919	217,441
1962	259,269	662,781	10,941	932,991	143,364
1963	371,076	826,421	13,021	1,210,518	114,070
1964	493,536	985,453	15,214	1,494,203	74,475
1965	586,287	1,073,832	14,843	1,674,962	42,851
1966	740,259	1,302,416	17,467	2,060,142	30,498
1967	1,131,337	1,561,943	21,491	2,714,771	21,465
1968	1,569,404	1,714,230	24,571	3,308,205	14,269
1969	2,036,654	1,772,050	26,704	3,835,408	9,656
1970	2,379,128	1,693,449	27,827	4,100,404	6,431
1971	2,402,757	1,596,536	21,824	4,021,117	4,508
1972	2,627,087	1,717,731	21,757	4,366,575	2,006
1973	2,933,592	1,956,286	25,532	4,915,410	610
1974	2,286,795	1,540,255	22,690	3,849,740	6
1975	2,737,635	1,551,454	19,836	4,308,925	—
1976	2,449,429	1,631,363	23,259	4,104,051	—
1977	2,500,095	1,671,238	22,916	4,194,249	—
1978	2,856,710	1,800,376	24,777	4,681,863	—
1979	3,036,872	2,092,894	23,985	5,153,751	—

Source: Japan Automobile Dealers Association, Inc.

## Monthly New Registrations Since Jan., 1977

	Cars	Trucks	Buses	Total
<b>1977</b>				
Jan.	128,109	104,730	1,120	233,959
Feb.	190,314	129,795	1,599	321,708
Mar.	288,928	193,909	3,515	486,352
Apr.	197,494	146,414	2,897	346,805
May	176,005	136,160	1,754	313,919
June	214,688	152,986	2,093	369,767
July	255,978	144,709	2,073	402,760
Aug.	149,103	107,735	1,392	258,230
Sept.	206,392	145,906	1,910	354,208
Oct.	216,429	140,688	1,632	358,749
Nov.	238,978	142,023	1,522	382,523
Dec.	237,677	126,183	1,409	365,269
Total	2,500,095	1,671,238	22,916	4,194,249
<b>1978</b>				
Jan.	125,604	97,809	1,060	224,473
Feb.	188,429	133,332	1,583	323,344
Mar.	326,404	199,687	3,931	530,022
Apr.	220,034	145,249	2,792	368,075
May	216,029	142,211	1,606	359,846
June	259,553	158,056	2,037	419,646
July	309,602	162,941	3,150	475,693
Aug.	166,985	117,807	1,505	286,297
Sept.	247,884	161,032	2,085	411,001
Oct.	249,166	159,831	1,808	410,805
Nov.	271,001	165,157	1,618	437,776
Dec.	276,019	157,264	1,602	434,885
Total	2,856,710	1,800,376	24,777	4,681,863
<b>1979</b>				
Jan.	150,175	121,940	1,339	273,454
Feb.	225,575	162,344	1,787	389,706
Mar.	365,135	234,857	3,788	603,780
Apr.	239,921	169,434	2,785	412,140
May	243,660	174,014	1,866	419,540
June	262,226	185,929	2,225	450,380
July	316,602	185,231	2,313	504,146
Aug.	182,198	134,715	1,492	318,405
Sept.	251,693	184,365	1,796	437,854
Oct.	253,740	181,945	1,682	437,367
Nov.	279,228	190,280	1,423	470,931
Dec.	266,719	167,840	1,489	436,048
Total	3,036,872	2,092,894	23,985	5,153,751

Source: Japan Automobile Dealers Association, Inc.

## New Vehicle Registrations

## by Make

	Daihatsu			Total	Fuji			Hino			Total
	Cars	Trucks	Buses		Cars	Trucks	Total	Cars	Trucks	Buses	
1969	98,932	140,581	442	239,955	122,370	62,755	185,125	49	31,071	3,113	34,233
1970	142,745	133,869	282	276,896	137,507	65,723	203,230	3	38,717	3,226	41,946
1971	146,742	141,131	112	287,985	99,196	55,556	154,752	1	39,669	3,285	42,955
1972	116,164	160,440	105	276,709	101,725	48,640	150,365	1	47,709	2,973	50,683
1973	108,876	182,845	49	291,770	96,935	63,254	160,189	—	65,274	3,435	68,709
1974	80,336	143,052	16	223,404	67,059	42,868	109,927	—	45,608	3,587	49,195
1975	87,760	149,160	7	236,927	81,979	48,604	130,583	—	37,472	2,942	40,414
1976	67,834	158,428	1	226,263	104,629	57,608	162,237	—	36,916	3,193	40,109
1977	67,415	177,544	1	244,960	94,660	63,284	157,924	—	35,960	3,088	39,048
1978	97,707	168,452	—	266,159	80,111	74,811	154,922	—	43,534	3,475	47,009
1979	99,934	186,859	—	286,793	82,197	81,653	163,850	—	54,467	3,341	57,808

	Honda			Isuzu			Mitsubishi			Nissan Diesel			Total	
	Cars	Trucks	Total	Cars	Trucks	Buses	Total	Cars	Trucks	Buses	Total	Trucks		Buses
1969	218,548	124,219	342,767	32,611	94,448	5,109	132,168	128,107	207,762	4,926	340,795	14,296	1,150	15,446
1970	253,075	110,741	363,816	19,094	98,317	5,722	123,133	213,594	192,429	5,182	411,205	17,431	929	18,360
1971	199,098	94,606	293,704	13,804	99,286	4,515	117,605	196,046	184,345	4,799	385,190	16,539	965	17,504
1972	183,257	92,441	275,798	13,943	108,381	3,971	126,295	174,927	194,729	4,798	374,454	18,410	723	19,133
1973	199,961	97,366	297,347	15,020	129,945	4,005	148,970	202,495	238,884	5,389	446,768	21,551	827	22,378
1974	188,687	93,441	282,128	18,328	95,892	3,582	117,802	131,079	173,520	5,378	309,977	14,635	921	15,556
1975	160,785	87,489	248,274	40,262	97,648	3,623	141,533	169,633	172,756	5,110	347,499	13,853	820	14,673
1976	166,960	81,810	248,770	29,196	113,393	3,829	146,418	184,575	182,351	5,543	372,469	16,929	890	17,819
1977	165,716	79,816	245,532	38,070	122,486	4,325	164,881	217,984	204,060	5,739	427,783	18,144	915	19,059
1978	171,241	83,091	254,332	48,616	131,427	4,774	184,817	261,314	227,518	6,082	494,914	22,601	1,106	23,707
1979	175,919	86,946	262,865	50,474	145,738	4,486	200,698	266,780	274,383	5,893	547,056	28,594	1,024	29,618

	Nissan			Total	Suzuki			Toyo Kogyo			Total
	Cars	Trucks	Buses		Cars	Trucks	Total	Cars	Trucks	Buses	
1969	504,162	346,380	6,782	857,324	122,152	118,009	240,161	153,923	209,390	708	364,021
1970	587,598	332,615	7,271	927,484	142,969	124,707	267,676	156,994	178,054	551	335,599
1971	647,235	316,682	4,338	968,255	142,948	116,154	259,102	154,292	151,626	340	306,258
1972	802,796	344,692	4,937	1,152,425	100,720	122,050	222,770	182,427	153,407	351	336,185
1973	905,524	360,928	5,977	1,272,429	83,313	151,486	234,799	216,646	172,160	477	389,283
1974	662,080	297,767	4,670	964,517	59,401	125,245	184,646	148,445	138,033	410	286,888
1975	856,435	315,879	3,725	1,176,039	47,316	120,483	167,799	177,699	141,576	484	319,759
1976	741,644	329,735	4,140	1,075,519	51,496	123,686	175,182	163,213	128,656	517	292,386
1977	755,342	300,870	3,859	1,060,071	50,774	139,521	190,295	176,179	123,485	384	300,048
1978	834,391	301,915	4,175	1,140,481	60,038	150,646	210,684	171,610	170,264	319	342,193
1979	890,427	340,278	3,947	1,234,652	65,554	229,345	294,899	203,133	200,918	254	404,305

	Toyota			Total	Aichi		Imports		Grand Total			Total
	Cars	Trucks	Buses		Trucks	Cars	Trucks	Total	Cars	Trucks	Buses	
1969	638,495	397,494	4,474	1,040,463	25,465	17,305	180	17,485	2,036,654	1,772,050	26,704	3,835,408
1970	708,722	396,332	4,664	1,109,718	4,391	16,807	123	16,930	2,379,128	1,693,449	27,827	4,100,404
1971	784,893	380,711	3,470	1,169,074	62	18,502	169	18,671	2,402,757	1,596,536	21,824	4,021,117
1972	926,618	426,678	3,899	1,357,195	7	24,409	147	24,556	2,627,087	1,717,731	21,757	4,366,575
1973	1,073,228	472,323	5,373	1,550,924	—	31,594	250	31,844	2,933,592	1,956,286	25,532	4,915,410
1974	891,926	369,927	4,126	1,265,979	—	39,454	267	39,721	2,286,795	1,540,255	22,690	3,849,740
1975	1,072,781	366,366	3,125	1,442,272	—	42,985	168	43,153	2,737,635	1,551,454	19,836	4,308,925
1976	898,658	401,664	5,146	1,305,468	—	41,224	187	41,411	2,449,429	1,631,363	23,259	4,104,051
1977	892,389	406,051	4,605	1,303,045	—	41,566	37	41,603	2,500,095	1,671,238	22,916	4,194,249
1978	1,081,748	426,116	4,846	1,512,710	—	49,934	1	49,935	2,856,710	1,800,376	24,777	4,681,863
1979	1,142,293	463,713	5,040	1,611,046	—	60,161	—	60,161	3,036,872	2,092,894	23,985	5,153,751

Source: Japan Automobile Dealers Association, Inc.

## New Import Car Registrations by Make

	Citroen	Peugeot	Renault	Others	Total French
1974	489	—	25	3	517
1975	497	—	10	3	510
1976	500	—	4	6	510
1977	565	45	104	1	715
1978	1,157	79	212	2	1,450
1979	1,228	72	303	189	1,792

	Audi	BMW	Ford	Mercedes-Benz	Porsche	Volkswagen	Others	Total German
1974	1,252	1,414	474	2,940	327	14,837	765	22,009
1975	2,613	1,631	223	2,725	311	14,085	520	22,108
1976	2,972	1,827	546	2,730	481	12,468	295	21,319
1977	3,125	1,710	128	3,431	813	12,661	295	22,163
1978	4,124	2,386	1,137	4,261	1,083	15,187	255	28,433
1979	3,632	4,070	1,184	5,341	1,219	17,554	115	33,115

	Alfa Romeo	Fiat	Lancia	Others	Total Italian
1974	548	351	—	40	939
1975	645	560	6	753	1,964
1976	748	611	44	85	1,488
1977	339	659	102	429	1,529
1978	208	902	138	541	1,789
1979	485	1,168	60	840	2,553

	Volvo	Others	Total Swedish	BL	Ford	Lotus	Rolls-Royce	Others	Total U.K.
1974	241	605	846	787	211	53	56	283	1,390
1975	52	—	52	1,140	358	91	61	296	1,946
1976	1,000	38	1,038	1,269	261	136	66	269	2,001
1977	978	12	990	815	276	184	62	159	1,496
1978	1,299	60	1,359	1,320	867	157	76	534	2,954
1979	1,712	125	1,837	2,972	721	66	80	287	4,126

	American Motors	Chrysler	Ford	General Motors	Total U.S.	Others	Total Imported Cars
1974	153	1,155	5,976	6,211	13,495	258	39,454
1975	88	1,040	8,140	7,102	16,370	35	42,985
1976	96	962	6,786	7,016	14,860	8	41,224
1977	39	851	6,937	6,845	14,672	1	41,566
1978	59	832	6,362	6,694	13,947	2	49,934
1979	29	1,139	6,895	8,675	16,738	—	60,161

Source: Japan Automobile Importers Association

## Imports of Motor Vehicles

	1973	1974	1975	1976	1977	1978	1979
Cars	36,922	42,218	45,480	40,416	41,395	54,517	64,808
Trucks	421	460	256	125	94	147	213
Buses	4	—	—	5	1	7	8
Others	684	936	409	482	784	758	1,321
Total	38,031	43,614	46,145	41,028	42,274	55,429	66,350
Three-Wheelers	—	4	2	—	—	—	—

Source: Ministry of Finance

## 1979 Imports by Countries of Origin

	Cars	Trucks	Buses	Others	Total
North America					
Canada	75	—	—	—	75
U.S.A.	20,660	171	—	815	21,646
Total	20,735	171	—	815	21,721
South America					
Total	12	2	—	—	14
Europe					
Austria	5	1	—	9	15
Germany, Fed. Rep. of	33,207	24	6	27	33,264
France	1,749	—	—	—	1,749
Italy	2,751	4	—	292	3,047
Sweden	1,972	5	—	1	1,978
Switzerland	9	—	—	—	9
United Kingdom	4,236	2	—	175	4,413
Others	11	—	—	2	13
Total	43,940	37	6	506	44,489
Oceania					
Australia	110	—	—	—	110
Asia					
Total	11	2	2	—	15
Africa					
Total	—	1	—	—	1
Grand Total	64,808	213	8	1,321	66,350

Source: Ministry of Finance

## Production

## by Make

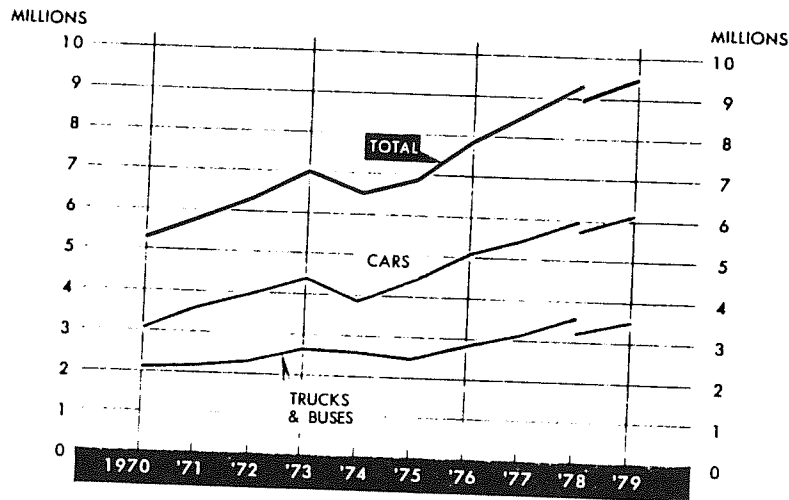
	Daihatsu				Fuji				Hino				Honda				Isuzu				Mitsubishi				Nissan Diesel						
	Cars	Trucks	Buses	Total	Cars	Trucks	Buses	Total	Cars	Trucks	Buses	Total	Cars	Trucks	Buses	Total	Cars	Trucks	Buses	Total	Cars	Trucks	Buses	Total							
1956									3,620	1,707	1,513	6,840					2,042	6,966	2,380	11,388	2,436	973	3,409	327	458	785					
1957									3,573	2,292	2,018	7,883					2,794	10,216	3,088	16,098	4,484	1,559	6,043	729	491	1,220					
1958		287		287	604			604	4,008	1,884	1,985	7,877					2,963	11,323	2,857	17,143	6,652	1,436	8,088	328	464	792					
1959		2,031		2,031	5,111			5,111	6,018	2,561	1,651	10,230					3,914	14,770	2,537	21,221	6,607	1,247	7,854	817	462	1,279					
1960		3,154		3,154	13,037	110		13,147	7,409	5,795	2,354	15,558					7,933	27,358	2,794	38,085	5,203	18,109	1,591	24,903	1,503	457	1,960				
1961		53,071		53,071	22,319	11,906	34,225	12,469	12,527	2,531	27,527					10,875	46,583	4,075	61,533	34,256	7,552	2,712	44,520	2,515	533	3,048					
1962		68,540		68,540	12,442	24,471	36,913	11,730	18,567	2,950	33,247					15,367	47,200	4,080	66,647	6,396	40,732	2,835	71,963	2,612	608	3,220					
1963	516	100,357	9	100,882	19,030	41,347	60,377	16,750	18,598	3,145	38,493	136	1,339	1,475	22,495	52,318	4,644	79,457	15,882	77,417	3,192	96,491	3,161	770	3,931						
1964	5,548	129,113	29	134,690	26,116	48,577	74,693	21,915	23,193	3,483	48,591	8,779	43,748	52,527	30,515	62,688	4,850	98,053	45,905	115,942	3,174	145,021	5,432	717	6,149						
1965	11,333	136,597	225	148,155	37,304	54,159	91,463	28,239	21,738	2,968	50,945	3,209	54,589	57,798	32,599	70,317	5,193	108,109	75,643	159,292	3,229	238,164	6,062	889	6,951						
1966	21,750	151,660	447	173,857	59,410	82,669	142,079	20,273	24,494	3,145	47,912	87,169	62,120	149,289	39,716	87,889	6,195	132,800	105,950	207,169	4,259	317,378	9,964	1,088	11,052						
1967	60,473	164,528	489	225,490	94,398	78,682	173,080	4,692	24,651	3,395	32,738	186,560	132,257	318,817	39,776	101,193	6,671	147,640	130,253	225,206	4,517	359,976	13,404	1,243	14,647						
1968	89,296	170,532	527	260,355	103,746	76,001	179,747	801	29,917	3,563	34,281	232,704	132,163	364,867	36,429	112,223	6,551	155,203	127,812	204,380	5,066	337,258	16,848	1,342	18,190						
1969	104,840	158,537	898	264,275	124,877	62,513	187,390	55	35,867	3,448	39,370	276,884	116,024	392,908	18,815	119,536	7,405	145,756	246,422	205,210	5,528	457,160	21,141	1,311	22,452						
1970	141,636	147,460	566	289,662	158,259	75,288	233,547	—	52,199	4,345	56,544	215,256	93,322	308,578	14,769	114,067	6,873	135,709	260,981	217,945	5,300	484,226	20,903	1,171	22,074						
1971	157,751	153,915	103	311,769	115,466	68,921	184,387	—	44,779	4,098	48,877	235,248	95,321	330,569	13,274	164,761	4,914	182,949	222,890	216,439	5,003	444,332	19,842	720	20,562						
1972	110,430	160,719	134	271,283	130,339	53,471	183,810	—	54,985	3,923	58,908	256,962	98,054	355,016	14,734	196,805	6,214	217,753	280,998	275,710	6,124	562,832	22,970	889	23,859						
1973	113,764	193,048	39	306,851	130,730	77,718	208,448	—	73,143	4,301	77,444	316,012	112,797	428,809	28,140	212,475	7,598	248,213	233,121	255,425	6,972	495,518	27,818	1,019	28,837						
1974	77,749	166,924	26	244,699	102,209	62,240	164,449	—	68,574	5,542	74,116	328,107	85,646	413,753	64,735	174,341	5,745	244,821	288,846	225,942	5,450	520,238	26,336	951	27,287						
1975	92,123	165,547	4	257,674	108,663	67,162	175,825	—	56,464	4,947	61,411	473,597	86,478	560,075	91,157	237,535	7,047	335,739	402,844	238,494	6,285	647,623	25,810	1,133	26,943						
1976	70,964	189,707	119	260,790	158,179	83,286	241,465	—	54,487	4,172	58,659	576,631	88,300	664,931	74,971	256,043	9,818	340,632	406,432	283,248	6,732	776,412	29,022	1,546	30,568						
1977	82,601	235,596	394	318,591	155,705	130,940	286,645	—	52,542	5,217	57,759	652,220	89,762	742,082	102,883	298,886	6,417	408,186	628,886	336,430	7,502	972,818	28,426	1,374	29,800						
1978	123,223	203,454	1,063	327,750	140,229	165,220	305,499	—	57,565	4,843	62,408	706,375	95,494	801,869	86,397	331,286	7,105	424,788	528,555	402,110	7,852	938,517	40,908	1,525	42,433						
1979	133,556	232,171	618	366,345	153,841	180,449	334,290	—	71,248	5,260	76,508																				

	Nissan				Suzuki				Toyota				Toyota				Aichi				Prince				Others				Grand Total							
	Cars	Trucks	Buses	Total	Cars	Trucks	Buses	Total	Cars	Trucks	Buses	Total	Cars	Trucks	Buses	Total	Cars	Trucks	Buses	Total	Cars	Trucks	Buses	Total												
1956	12,965	20,006	541	33,512	24	101	125	125					12,001	34,229	187	46,417		1,295	6,276	7,571	109	910	1,019	1,119												
1957	18,786	39,646	508	58,940	19	385	404	404					19,885	59,270	372	79,527		2,007	8,582	10,589	57	1,216	1,273	1,370												
1958	16,878	37,412	550	54,840	—	454	454	454			3,716	3,716	21,224	57,330	302	78,856		4,957	8,808	13,765	9	1,872	1,881	1,891												
1959	26,753	50,586	483	77,822	—	1,115	1,115	1,115			12,825	12,825	30,235	70,608	351	101,194		6,566	13,055	19,621	1	2,390	2,391	2,392												
1960	55,049	59,697	719	115,465	—	6,075	6,075	6,075			23,417	19,725	42,118	112,130	522	154,770		19,753	19,768	30,696	—	14,843	14,843	14,843												
1961	76,667	88,370	700	165,737	—	13,978	13,978	13,978			31,758	29,906	73,830	136,677	430	210,937		37,523	14,078	38,906	—	11,210	11,210	11,210												
1962	89,003	122,785	470	212,258	2,565	31,353	33,918	41,822			120,559	162,381	74,515	155,572	263	230,350		27,937	12,944	41,592	—	1,740	1,740	1,740												
1963	118,538	149,063	694	268,315	2,360	37,927	40,287	53,980			138,531	192,511	128,843	189,186	466	318,495		27,788	29,280	53,756	—	1,273	1,273	1,273												
1964	168,674	178,821	742	348,237	1,819	39,085	40,904	60,217			184,813	245,030	181,738	243,734	292	425,764		27,167	44,490	85,194	—	643	643	643												
1965	169,815	172,262	3,088	345,165	1,828	40,177	42,005	81,289			192,736	274,406	236,151	239,407	2,085	477,643		33,622	47,018	91,576	1,724	63	63	63												
1966	231,508	236,792	3,298	471,598	3,394	65,101	68,495	124,143			206,468	299,176	316,189	268,165	3,185	587,539		38,886	21,538	45,005	—	30	30	30												
1967	352,045	368,078	5,994	726,067	26,454	89,114	115,568	129,051			258,449	388,323	476,807	350,203	5,120	832,130		42,568	—	—	—	3	3	3												
1968	571,614	400,543	7,677	979,834	96,471	96,906	193,377	178,115			282,063	461,109	659,189	424,747	13,469	1,077,405		38,567	—	—	—	71	71	71												
1969	697,691	442,261	8,763	1,148,715	121,871	116,243	238,114	201,132			226,247	447,226	964,088	492,196	14,927	1,471,211		22,041	—	—	—	95	95	95												
1970	899,008	464,945	10,069	1,374,022	144,843	127,459	272,302	224,520			204,578	429,847	1,068,321	524,276	16,593	1,609,190		5,672	—	—	—	—	—	—												
1971	1,101,506	483,508	6,476	1,591,490	150,963	116,458	267,421	300,980			199,756	344,501,080	1,400,186	544,616	10,231																					



# Motor Vehicle Production



# Monthly Production Since Jan., 1977

	Cars	Trucks	Buses	Total
<b>1977</b>				
Jan.	374,753	216,654	2,966	594,373
Feb.	401,674	225,070	3,473	630,217
Mar.	466,323	278,593	5,204	750,120
Apr.	448,269	250,337	4,444	703,050
May	442,204	236,802	4,091	683,097
June	484,943	265,842	4,388	755,173
July	474,380	250,102	4,077	728,559
Aug.	378,143	216,592	3,579	598,314
Sept.	492,687	287,218	4,461	784,366
Oct.	475,451	276,209	4,250	755,910
Nov.	514,737	273,929	3,892	792,558
Dec.	477,481	257,633	3,671	738,785
<b>Total</b>	<b>5,431,045</b>	<b>3,034,981</b>	<b>48,496</b>	<b>8,514,522</b>
<b>1978</b>				
Jan.	436,939	238,969	3,826	679,734
Feb.	449,819	255,342	4,005	709,166
Mar.	541,232	301,754	5,581	848,567
Apr.	490,399	263,004	3,874	757,277
May	503,610	274,265	4,020	781,895
June	539,477	296,374	4,855	840,706
July	508,809	277,081	4,749	790,639
Aug.	417,220	238,604	4,594	660,418
Sept.	523,126	281,844	5,208	810,178
Oct.	533,412	277,658	5,453	816,523
Nov.	539,523	276,209	4,941	820,673
Dec.	492,402	255,962	5,013	753,377
<b>Total</b>	<b>5,975,968</b>	<b>2,237,066</b>	<b>56,119</b>	<b>9,269,153</b>
<b>1979</b>				
Jan.	430,724	223,760	4,220	658,704
Feb.	468,085	252,512	3,779	724,376
Mar.	507,532	287,446	5,072	800,050
Apr.	490,564	271,197	4,922	766,683
May	538,329	284,348	4,834	827,511
June	540,054	306,397	5,119	851,570
July	538,068	298,651	4,961	841,680
Aug.	432,800	251,322	4,892	689,014
Sept.	516,459	289,259	5,334	811,052
Oct.	587,001	318,368	6,567	911,936
Nov.	585,812	313,776	6,703	906,291
Dec.	540,343	300,178	6,158	846,679
<b>Total</b>	<b>6,175,771</b>	<b>3,397,214</b>	<b>62,561</b>	<b>9,635,546</b>

II-7

	Cars	Trucks	Buses	Total	Three-Wheelers
1956	32,056	72,958	6,052	111,066	—
1957	47,121	126,820	8,036	181,977	105,409
1958	50,643	130,066	7,594	188,303	114,937
1959	78,598	177,485	6,731	262,814	98,877
1960	165,094	308,020	8,437	481,551	158,042
1961	249,508	553,390	10,981	813,879	278,032
1962	268,784	710,716	11,206	990,706	224,595
1963	407,830	862,781	12,920	1,283,531	114,167
1964	579,660	1,109,142	13,673	1,702,475	117,190
1965	696,176	1,160,090	19,348	1,875,614	80,048
1966	877,656	1,387,858	20,885	2,286,399	42,944
1967	1,375,755	1,743,368	27,363	3,146,486	33,364
1968	2,055,821	1,991,407	38,598	4,085,826	26,453
1969	2,611,499	2,021,591	41,842	4,674,932	21,794
1970	3,178,708	2,063,883	46,566	5,289,157	17,082
1971	3,717,858	2,058,320	34,596	5,810,774	14,061
1972	4,022,289	2,238,340	33,809	6,294,438	11,929
1973	4,470,550	2,570,916	41,291	7,082,757	3,202
1974	3,931,842	2,574,179	45,819	6,551,840	2,904
1975	4,567,854	2,337,632	36,105	6,941,591	1,020
1976	5,027,792	2,771,516	42,139	7,841,447	—
1977	5,431,045	3,034,981	48,496	8,514,522	—
1978	5,975,968	3,237,066	56,119	9,269,153	—
1979	6,175,771	3,397,214	62,561	9,635,546	—

Note: Starting with figures for 1979, our production and export statistics exclude "non-countable KD sets". For the details of those sets, see page 22.  
 Source: Japan Automobile Manufacturers Association, Inc.

Source: Japan Automobile Manufacturers Association, Inc.

## Passenger Car Production by Cylinder Capacity

	360 c.c. & less	361~1,500 c.c.	1,501~2,000 c.c.	Over 2,000 c.c.	Total
1966	119,861	602,185	150,309	5,301	877,656
1967	282,536	881,232	199,335	12,652	1,375,755
1968	481,756	1,154,892	395,567	23,606	2,055,821
1969	559,633	1,436,636	590,263	24,967	2,611,499
1970	749,450	1,423,569	954,070	51,619	3,178,708
1971	634,736	1,636,257	1,375,632	71,233	3,717,858
1972	488,406	1,955,848	1,482,695	95,340	4,022,289
1973	375,189	2,240,197	1,751,707	103,457	4,470,550
1974	248,307	2,042,282	1,532,133	109,120	3,931,842
1975	160,272	2,458,096	1,740,454	209,032	4,567,854
	550 c.c. & less	551~1,500 c.c.	1501~2,000 c.c.	Over 2,000 c.c.	Total
1976	167,729	2,091,851	2,457,402	310,810	5,027,792
1977	180,002	2,031,530	2,779,909	439,604	5,431,045 (39,955)
1978	176,383	5,327,252	472,333	472,333	5,975,968 (65,011)
1979	175,100	5,588,115	412,556	412,556	6,175,771 (75,514)

Note: Figures in brackets are diesel cars and included in the main figures.  
Source: Ministry of International Trade and Industry (1966~74)  
Japan Automobile Manufacturers Association, Inc. (1975~1979)

## Bus Production by Passenger Capacity

	29 Pass. & less	Over 29 Pass.	Total
1966	9,755	11,130	20,885
1967	15,614	11,749	27,363
1968	24,909	13,689	38,598
1969	27,915	13,927	41,842
1970	31,301	15,265	46,566
1971	19,831	14,765	34,596
1972	21,517	12,292	33,809
1973	27,666	13,625	41,291
1974	28,772	17,047	45,819
1975	22,481	13,624	36,105
1976	27,924	14,215	42,139
1977	31,252 (11,677)	17,244 (17,244)	48,496 (28,921)
1978	41,487 (13,989)	14,632 (14,632)	56,119 (28,621)
1979	47,011 (15,941)	15,550 (15,550)	62,561 (31,491)

Note: Figures in brackets are diesel buses and included in the main figures.  
Source: Ministry of International Trade and Industry (1966~74)  
Japan Automobile Manufacturers Association, Inc. (1975~1979)

## Truck Production by Loading Capacity

	1,000 kg & less (360 c.c. & less)	1,001~2,000 kg	2,001~5,000 kg	5,001~7,000 kg	Over 7,000 kg	All-wheel Drive Vehicles	Light Vans	Total	
1966	(471,626)	1,058,205	200,032	39,820	27,875	32,689	29,237	1,387,858	
1967	(532,193)	1,329,579	236,971	58,649	32,825	53,535	31,809	1,743,368	
1968	(607,639)	1,530,722	252,448	73,925	28,608	67,123	38,581	1,991,407	
1969	(557,175)	1,513,156	286,639	78,524	23,862	76,937	42,473	2,021,591	
1970	(323,123)	807,613	282,213	100,706	19,939	83,040	53,000	2,063,883	
1971	(326,775)	884,917	268,713	82,475	19,460	73,385	63,581	2,058,320	
1972	(305,970)	979,807	289,504	89,702	14,847	66,382	63,244	2,238,340	
1973	(394,059)	1,171,536	355,920	132,151	18,139	91,304	70,100	2,570,916	
1974	(371,190)	1,256,395	324,921	120,058	28,507	96,750	92,252	2,574,179	
	~2 ton	3~4 ton	5~6 ton	7~8 ton	9~10 ton & over	Tractor	Special purpose Veh.	Light Vans	Total
1975	1,517,963	187,064	29,590	19,782	43,556	4,288	3,890	531,499	2,337,632
1976	1,768,561	354,618	30,028	17,883	37,419	5,068	3,125	554,814	2,771,516
1977	1,899,704	499,629	38,871	19,231	44,281	7,217	2,806	523,242	3,034,981
1978	2,008,432	574,045	34,158	23,294	59,487	6,991	3,686	526,973	3,237,066
1979	2,034,306	629,286	34,851	15,776	75,638	10,226	4,979	592,152	3,397,214

## Of Which Diesel:

	~2,000 kg	2,001~5,000 kg	5,001~7,000 kg	Over 7,000 kg	All-wheel Drive Vehicles	Light Vans	Total		
1966	51,890	32,178	26,477	32,598	5,392	—	148,535		
1967	67,057	49,128	31,202	53,332	5,723	—	206,442		
1968	75,354	66,425	27,689	66,477	5,019	—	240,964		
1969	96,019	72,824	23,005	76,335	5,639	—	273,822		
1970	96,920	95,878	19,466	81,839	7,881	—	301,984		
1971	100,836	79,127	19,130	72,614	8,002	—	279,709		
1972	124,429	87,729	14,602	65,079	10,147	—	301,986		
1973	167,776	130,174	17,891	89,270	12,583	—	417,694		
1974	170,060	117,991	28,134	93,255	15,994	—	425,434		
	~2 ton	3~4 ton	5~6 ton	7~8 ton	9~10 ton & over	Tractor	Special purpose Veh.	Light Vans	Total
1975	168,716	103,151	29,199	19,782	43,556	4,288	3,890	—	372,582
1976	166,209	177,580	29,512	17,906	37,501	5,068	3,125	—	436,901
1977	211,358	203,788	38,702	19,231	44,281	7,217	2,806	2,288	529,671
1978	246,641	227,873	34,054	23,294	59,487	6,991	3,686	8,661	610,687
1979	312,270	254,937	34,811	15,776	75,638	10,226	4,979	10,124	618,759

Note: In 1966~1969 figures "light vans" were included in the groups by weight, mostly in the 1,000 kg and less.  
Source: Ministry of International Trade and Industry (1966~74)  
Japan Automobile Manufacturers Association, Inc. (1975~1979)

## Exports

## by Make

	Daihatsu			Fuji			Hino				Honda			Isuzu				Mitsubishi				Nissan Diesel				
	Cars	Trucks	Buses	Total	Cars	Trucks	Total	Cars	Trucks	Buses	Total	Cars	Trucks	Total	Cars	Trucks	Buses	Total	Cars	Trucks	Buses	Total	Trucks	Buses	Total	
1961		353		353	29	33	62																			
1962		567		567	48	302	350	743	268	320	588															
1963	1	1,019		1,020	10	236	246	2,200	1,652	223	4,075															
1964	337	2,289		2,626	10	308	318	3,065	2,960	277	6,302															
1965	862	4,037		4,899	188	657	845	4,530	3,249	287	8,066															
1966	1,098	5,305	23	6,426	325	1,152	1,477	3,079	2,739	161	6,779															
1967	1,880	7,877	21	9,778	483	1,437	1,920	1,491	3,505	431	5,427															
1968	3,305	12,782	95	16,182	7,693	3,195	10,888	868	3,114	538	4,520															
1969	3,489	21,077	473	25,039	7,411	6,038	13,449	23	3,808	474	4,305															
1970	1,926	17,903	281	20,110	11,595	6,410	18,005		6,239	737	6,976															
1971	2,483	9,934	35	12,452	17,129	11,406	28,535		4,965	1,178	6,143															
1972	1,645	4,763	3	6,411	26,135	9,153	35,288		7,838	810	8,648															
1973	1,751	7,316		9,067	34,152	9,148	43,300		7,415	654	8,069															
1974	2,282	15,776		18,058	35,039	15,367	50,406		15,148	1,387	16,535															
1975	2,133	17,987		20,120	29,236	18,771	48,007		15,398	2,534	17,932															
1976	5,009	32,164	113	38,086	51,635	28,213	79,848		13,820	860	14,680															
1977	9,239	51,166	393	60,798	58,004	60,162	118,166		18,324	2,458	20,782															
1978	19,871	46,065	830	66,766	60,693	90,172	150,865		19,108	1,216	20,324															
1979	30,931	47,117	774	78,822	71,551	103,100	174,651		16,302	1,860	18,162															

	Nissan				Suzuki			Toyo Kogyo				Toyota				Aichi		Prince				Others		Grand		
	Cars	Trucks	Buses	Total	Cars	Trucks	Total	Cars	Trucks	Buses	Total	Cars	Trucks	Buses	Total	Trucks	Cars	Trucks	Buses	Total	Trucks	Total	Trucks	Total		
1961	6,497	8,752	286	15,535		91	91	361	744		1,105															
1962	11,244	15,259	166	26,669		461	461	434	2,121		2,555															
1963	16,938	27,788	185	44,911		275	275	1,031	4,676		5,707															
1964	35,156	32,973	260	68,389		232	232	3,446	4,415		7,861															
1965	39,389	32,856	912	73,157		490	490	4,416	5,532		9,948															
1966	62,418	40,028	123	102,569		775	775	4,723	4,675		9,398															
1967	79,846	52,005	656	132,507		759	759	13,249	9,833	34	23,116															
1968	131,618	74,533	506	206,657	281	886	1,167	23,021	15,566	9	38,596															
1969	196,898	102,745	649	300,292	928	1,100	2,028	40,858	23,574	124	64,556															
1970	267,197	126,494	1,610	395,301	1,252	2,085	3,337	59,310	34,630	168	94,108															
1971	456,241	172,801	2,163	631,205	869	1,709	2,578	125,994	41,527	159	167,680															
1972	550,559	161,531	3,680	715,770	853	3,210	4,063	186,065	100,203	52	286,320															
1973	520,693	187,262	2,639	710,624	742	3,287	4,029	236,875	106,835	80	343,790															
1974	631,840	230,713	1,433	863,986	1,156	11,877	13,033	219,244	168,795	200	388,239															
1975	648,641	234,311	1,909	884,861	479	18,585	19,064	216,047	122,961	309	349,317															
1976	797,009	343,315	2,643	1,142,967	1,534	38,387	39,921	274,099	161,275	134	435,508															
1977	855,422	358,040	3,524	1,216,986	3,651	38,848	42,499	339,621	184,868	358	524,847															
1978	855,386	357,512	6,088	1,218,986	1,544	39,919	41,463	341,133	192,946	1,709	535,788															
1979	836,680	289,526	7,985	1,134,191	3,815	45,205	49,020	434,662	144,603	1,702	580,967															

Source: Japan Automobile Manufacturers Association, Inc.

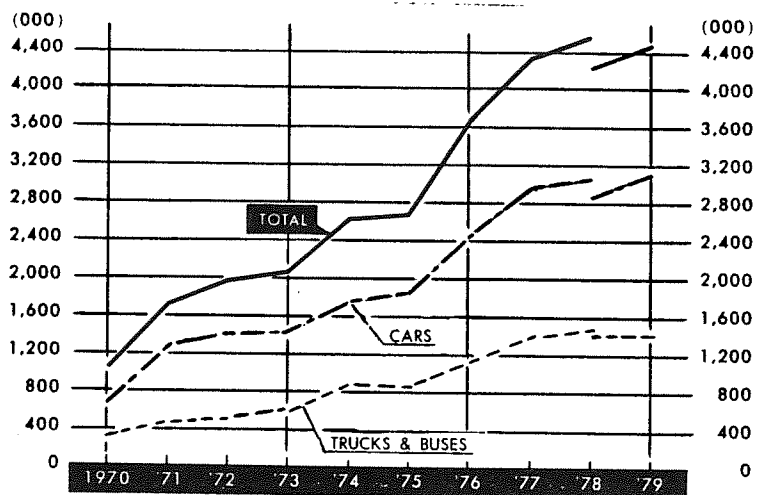
## 1979 Exports by Destinations

	Cars	Trucks	Buses	Total
<b>ASIA</b>				
Afghanistan	89	61	6	156
Bahrain Is.	4,026	2,118	146	6,290
Bangladesh	859	1,010	208	2,077
Bhutan	3	1	—	4
Brunei	4,289	718	43	5,050
Burma	319	2,026	386	2,731
China, People's Rep. of	352	9,046	676	10,074
Cambodia	3	125	—	128
Hong Kong	23,623	14,461	1,272	39,356
India	198	31	14	243
Indonesia	12,174	64,634	308	77,116
Iran	454	4,537	—	4,991
Iraq	19,297	24,760	745	44,802
Israel	9,089	2,778	—	11,867
Jordan	2,138	2,015	308	4,461
Korea, Rep. of	98	2,708	348	3,154
Kuwait	15,998	13,970	581	30,549
Laos	17	148	47	212
Lebanon	1,900	1,268	60	3,228
Malaya	52,517	14,731	217	67,465
Oman	6,443	12,094	416	18,953
Mongol	1	2	0	3
Nepal	102	61	9	172
North Korea	10	586	55	651
Pakistan	5,607	12,640	954	19,201
Philippines	23,155	12,602	674	36,431
Qatar	2,563	3,036	203	5,802
Sabah	542	1,892	46	2,480
Sarawak	127	17	—	144
Saudi Arabia	100,179	120,637	1,275	222,091
Singapore	22,144	12,514	162	34,820
Sri Lanka	450	1,899	436	2,785
Syria	86	1,408	76	1,570
Taiwan	34	12,326	2,062	14,422
Thailand	16,055	60,532	554	77,141
The United Arab Emirates	17,102	10,051	849	28,002
Timor	—	1	—	1
Viet Nam	14	102	6	122
Yemen	566	5,421	117	6,104
Yemen, People's Dem. Rep. of	67	262	58	387
<b>Total</b>	<b>347,690</b>	<b>429,229</b>	<b>13,317</b>	<b>785,236</b>
<b>EUROPE</b>				
Austria	32,064	1,425	255	33,744
Belgium	81,324	7,868	153	89,345
Bulgaria	20	—	—	20
Cyprus	2,376	1,831	13	4,220
Denmark	26,954	3,886	—	30,840
France	47,557	9,155	—	56,712
Finland	26,716	4,445	1	31,162
Faroe	224	—	—	224
Germany, Fed. Rep. of	175,935	8,405	—	184,340
Gibraltar	430	32	—	462
Greece	15,718	33,994	74	49,786
Iceland	2,056	99	—	2,155
Ireland	27,032	4,715	94	31,841
Luxemburg	—	1	—	1
Italy	1,600	830	—	2,430
Malta	1,528	325	3	1,856
Netherlands	94,075	5,674	109	99,858
Norway	23,408	3,219	—	26,627
Poland	—	—	1	1
Portugal	2,164	12,834	—	14,998
Romania	2	1	—	3
Spain	12	3	—	15
Sweden	26,222	2,716	—	28,938
Switzerland	45,461	8,420	47	53,928
United Kingdom	175,739	37,517	1	213,257
Yugoslavia	169	—	—	169
U. S. S. R.	6	27	—	33
<b>Total</b>	<b>808,792</b>	<b>147,422</b>	<b>751</b>	<b>956,965</b>
<b>AMERICA</b>				
North :				
Canada	60,904	12,696	—	73,600
U. S. A.	1,546,740	525,926	—	2,072,666
Central :				
Aruba	1,059	192	1	1,252
Bahamas	1,316	126	47	1,489
Barbados	1,449	1,257	113	2,819
Bermuda	1,232	253	2	1,487
Costa Rica	4,609	8,005	100	12,714
Cuba	7	24	1	32
Curacao	1,949	265	22	2,236
Dominican Rep.	28	29	8	65
Dominica, Br.	5,568	5,158	470	11,196
El Salvador	1,301	4,836	162	6,299
Grenada (Br.)	196	60	23	279
Guatemala	3,579	8,622	156	12,357
Haiti	942	655	44	1,641
Honduras	1,244	3,762	133	5,139
Honduras, Br.	145	18	1	164
Jamaica	3,026	515	477	4,018
Mexico	3	10	—	13
Nicaragua	18	23	—	41
Panama	3,565	1,760	82	5,407
Puerto Rico	40,800	2,545	—	43,345

	Cars	Trucks	Buses	Total
St. Lucia	393	136	1	530
St. Martin	286	225	10	521
St. Vincent	31	19	12	62
Trinidad & Tobago	7,716	1,861	380	9,957
Turks, Caicos & Caymans (Br.)	69	10	1	80
Virgin Is.	61	13	—	74
Other Br. West Indies	194	45	6	245
Other Fr. West Indies	2,729	664	—	3,393
South :				
Argentina	4,491	2,232	—	6,723
Brazil	3	—	—	3
Bolivia	416	824	—	1,240
Chile	14,333	14,103	98	28,534
Colombia	541	10,639	—	11,180
Ecuador	2,254	5,586	62	7,902
Fr. Guiana	403	154	—	557
Guyana	59	11	2	72
Paraguay	2,723	3,495	58	6,276
Peru	3,864	2,433	—	6,297
Surinam	523	789	112	1,424
Uruguay	33	1	—	34
Venezuela	—	9,602	—	9,602
<b>Total</b>	<b>1,720,802</b>	<b>629,579</b>	<b>2,584</b>	<b>2,352,965</b>
<b>OCEANIA</b>				
American Oceania	353	196	3	552
American Samoa	420	297	1	718
Australia	102,672	58,960	1,200	162,832
Cook Is.	38	72	1	111
Fiji	1,231	1,610	55	2,896
French Oceania	20	501	—	521
Gilbert and Ellice	5	22	5	32
Guam	3,511	1,835	—	5,346
Mariana, Marshalls & Carolines	505	588	7	1,100
Nauru	79	89	3	171
New Caledonia	68	434	37	539
New Hebrides	294	373	23	690
New Zealand	38,042	8,589	—	46,631
Papua, New Guinea	2,069	6,979	652	9,700
Solomons	70	176	3	249
Tonga	1	5	—	6
Western Samoa	51	210	9	270
Other Australian Territories	70	44	—	114
<b>Total</b>	<b>149,499</b>	<b>80,980</b>	<b>1,999</b>	<b>232,478</b>
Domestic Export	171	1,094	102	1,367
<b>Grand Total</b>	<b>3,101,990</b>	<b>1,423,930</b>	<b>36,861</b>	<b>4,562,781</b>

Source : Japan Automobile Manufacturers Association, Inc.

## Motor Vehicle Exports



11-11

	Cars	Trucks	Buses	Total	Three-Wheelers
1956	46	1,884	517	2,447	1,837
1957	410	5,512	632	6,554	419
1958	2,357	7,540	346	10,243	489
1959	4,884	13,959	442	19,285	2,094
1960	7,013	31,028	768	38,809	11,261
1961	11,531	44,529	977	57,037	2,252
1962	16,011	49,871	808	66,690	4,269
1963	31,447	65,877	1,240	98,564	1,007
1964	66,965	81,721	1,735	150,421	1,464
1965	100,716	90,923	2,529	194,168	1,935
1966	153,090	100,900	1,744	255,734	2,600
1967	223,491	135,687	3,067	362,245	4,513
1968	406,250	201,290	4,889	612,429	8,541
1969	560,431	290,872	6,765	858,068	7,364
1970	725,586	351,611	9,579	1,086,776	7,721
1971	1,299,351	469,448	10,225	1,779,024	7,047
1972	1,407,340	547,593	10,557	1,965,490	1,701
1973	1,450,884	606,013	10,659	2,067,556	3,020
1974	1,727,396	874,725	15,966	2,618,087	1,092
1975	1,827,286	833,672	16,654	2,677,612	131
1976	2,538,919	1,152,807	17,882	3,709,608	123
1977	2,958,879	1,369,917	24,021	4,352,817	—
1978	3,042,237	1,528,045	30,453	4,600,735	—
1979	3,101,990	1,423,930	36,861	4,562,781	—

Note: Starting with figures for 1979, our production and export statistics exclude "non-countable KD sets". For the details of those sets, see page 22.

Source: Japan Automobile Manufacturers Association, Inc.

## Production and Exports of non-countable KD sets

### Production by Make

	Fuji			Honda			Mitsubishi			Nissan Diesel		
	Cars	Trucks	Total	Cars	Trucks	Total	Cars	Trucks	Total	Trucks	Buses	Total
1978	1,350	7,600	8,950	6,100	—	6,100	30,624	8,220	38,844	—	—	—
1979	800	12,900	13,700	8,000	—	8,000	56,304	10,110	66,414	—	450	450

	Nissan			Toyota			Grand Total						
	Cars	Trucks	Total	Cars	Trucks	Total	Cars	Trucks	Buses	Total			
1978	112,725	34,154	146,879	30,440	40,420	70,860	56,468	16,530	72,998	186,894	—	334,978	
1979	135,966	38,320	174,286	36,100	26,560	62,660	62,900	14,040	76,940	300,070	181,950	450	482,470

### Exports by Make

	Fuji			Honda			Mitsubishi			Nissan Diesel		
	Cars	Trucks	Total	Cars	Trucks	Total	Cars	Trucks	Total	Trucks	Buses	Total
1978	1,050	7,280	8,330	6,100	—	6,100	25,260	16,120	41,370	—	—	—
1979	800	12,900	13,700	5,400	—	5,400	36,720	24,954	61,674	—	300	300

	Nissan			Toyota			Grand Total						
	Cars	Trucks	Total	Cars	Trucks	Total	Cars	Trucks	Buses	Total			
1978	115,565	33,360	148,925	19,040	36,820	55,860	56,160	14,450	70,610	223,163	107,158	—	330,321
1979	140,126	38,600	178,726	34,100	31,080	65,180	63,080	14,630	77,710	281,026	122,164	300	403,490

### Exports by Destinations

	1978				1979			
	Cars	Trucks	Buses	Total	Cars	Trucks	Buses	Total
Korea, Rep. of	18,500	35,500	—	54,000	16,800	30,200	300	47,300
Taiwan	36,590	31,320	—	67,910	44,486	42,350	—	86,836
Philippines	—	9,390	—	9,390	—	7,490	—	7,490
Indonesia	—	5,580	—	5,580	—	7,860	—	7,860
India	—	4,000	—	4,000	—	5,120	—	5,120
Mexico	28,405	15,080	—	43,485	38,600	14,240	—	52,840
S. Africa	40,308	—	—	40,308	63,008	120	—	63,128
Australia	99,360	6,288	—	105,648	118,132	14,784	—	132,916
Total	223,163	107,158	—	330,321	281,026	122,164	300	403,490

Note: These non-countable KD sets have a content less than 60% of the complete vehicle by factory sales value. Starting with figures for 1979, these KD sets are excluded from our production and export statistics.

Source: Japan Automobile Manufacturers Association, Inc.

III HANDOUT CHARTS AND FINAL ORAL

PRESENTATION GIVEN AT DOT/TSC ON

MARCH 9, 1981

EXECUTIVE SUMMARY

IMPACTS OF JAPANESE POLICIES ON  
THEIR MOTOR VEHICLE INDUSTRY AND TRADE

ORAL PRESENTATION

DEPARTMENT OF TRANSPORTATION  
TRANSPORTATION SYSTEMS CENTER  
RESEARCH AND SPECIAL PROGRAMS ADMINISTRATION

MARCH 9, 1981



## SPECIFIC OBJECTIVES

TASK 1	FUNDAMENTAL STATISTICS
TASK 2	GOVERNMENT POLICY
2A-1	INDUSTRIAL POLICY
2A-2	LABOR POLICY
2B	INVESTMENT POLICY
2C	TAXATION POLICY
2D	COMPETITION POLICY
2E	REGULATORY POLICY
2F	TRADE POLICY
2G	PROMOTION POLICY
2H	GUARDIAN OF INDUSTRY'S PROPRIETARY INFORMATION
2I	MANAGEMENT OF CYCLICAL CHANGE
2J	RISK INSUROR

## RESEARCH OBJECTIVES AND SCOPE

- PROVIDE BACKGROUND INFORMATION ON THE JAPANESE AUTOMOTIVE INDUSTRY.
- COLLECT BASIC STATISTICS AND INFORMATION.
- DESCRIBE GOVERNMENT POLICIES.
- EVALUATE INVESTMENT CLIMATE.

## METHODOLOGY

-- LITERATURE SEARCH

-- INTERVIEWS

-- GOVERNMENT

-- MAJOR POLITICAL PARTIES

-- MAJOR ECONOMIC GROUP

-- LABOR UNIONS

-- DISTRIBUTORS

-- IMPORTERS

-- ANALYSES AND EVALUATION

TASK I SELECTED STATISTICS  
(SEE VOL. II APPENDIX FOR ADDITIONAL DATA)

JAPANESE GOVERNMENT HAS TAKEN AN OPEN MARKET POLICY VIA THE NEW FOREIGN CURRENCY CONTROL LAW, TO ATTRACT FOREIGN INVESTMENT IN JAPAN.

THIS WILL INCREASE ESTABLISHMENT OF FOREIGN AFFILIATED COMPANIES WHICH HAVE ALREADY BEEN INCREASING IN NUMBER.

IN THE AUTOSECTOR, LONG-TERM COMMITMENT BY A FOREIGN COMPANY WOULD BE NECESSARY, AS THE JAPANESE HOME MARKET IS BECOMING EVEN MORE COMPETITIVE.

- ① THE JAPANESE AUTO INDUSTRY HAS REACHED A COMMANDING POSITION AND IS NOW FACING A MAJOR TURNING POINT.
- PRODUCTION EXCEEDED 10 MILLION UNITS PER YEAR IN 1980.
  - UNEMPLOYMENT IN THE U.S. AND E. C. AUTOMOBILE INDUSTRIES RESULTED IN SEVERE INTERNATIONAL TRADE FRICTION.
  - THE JAPANESE DOMESTIC NEW CAR MARKET DROPPED SIGNIFICANTLY. FOR THE FIRST TIME SINCE THE OIL CRISIS (-6.9%).
  - IT IS GRUDGINGLY ADMITTED THAT SELF CONTROL RE AUTOMOTIVE EXPORTS IS REQUIRED TO AVOID CREATING ADDITIONAL TRADE FRICTION.
  - IT IS WIDELY AGREED THAT A NEW INDUSTRIAL POLICY IS REQUIRED AS THE INDUSTRY PROBLEMS BECOME WORLDWIDE.
  - NO CLEAR INDUSTRY (OR INDUSTRY/GOVERNMENT) POLICY HAS YET EMERGED TO DEAL WITH THE ISSUES OF OVERCAPACITY, INTERNATIONAL TRADE FRICTION, STAGNANT HOME MARKET AND SEVERE INTRA-INDUSTRY COMPETITION.

- GOVERNMENT (MAINLY MITI) AND THE AUTO INDUSTRY WILL BE THE PRINCIPAL PARTICIPANTS IN ANY FINAL POLICY AGREEMENT. THE FINANCIAL SECTOR AND LABOR WILL HAVE MUCH LESSER ROLES.
  
- VARIOUS GROUPS WITHIN MITI AND THE AUTO COMPANIES HAVE DIFFERING VIEWS AS TO THE MANY ASPECTS OF A NEW OVERALL POLICY TO ADDRESS THESE PROBLEMS.

②

DESPITE THE RECOGNIZED PROBLEMS, THE JAPANESE AUTOMOBILE INDUSTRY IS HARD TO CHANGE IN VIEW OF ITS GREAT SIZE, UNCERTAINTY AS TO THE BEST FUTURE COURSE, AND SIGNIFICANCE IN THE JAPANESE ECONOMY IN THE NEAR FUTURE.

- THE AUTO INDUSTRY DOES NOT WANT TO RADICALLY CHANGE ITS STRUCTURE.
- NO OTHER INDUSTRY CAN REPLACE ITS POSITION IN THE JAPANESE ECONOMY.
- GOVERNMENT ACTIONS ARE LIMITED TO "ADMINISTRATIVE GUIDANCE" (EXCEPT IN THE UNLIKELY EVENT OF A SEVERE CRISIS). CALLS FOR EXPORT RESTRAINT HAVE BEEN LARGELY IGNORED.
- EACH COMPANY HAS ITS OWN DISTINCT CHARACTERISTICS AND GOALS.

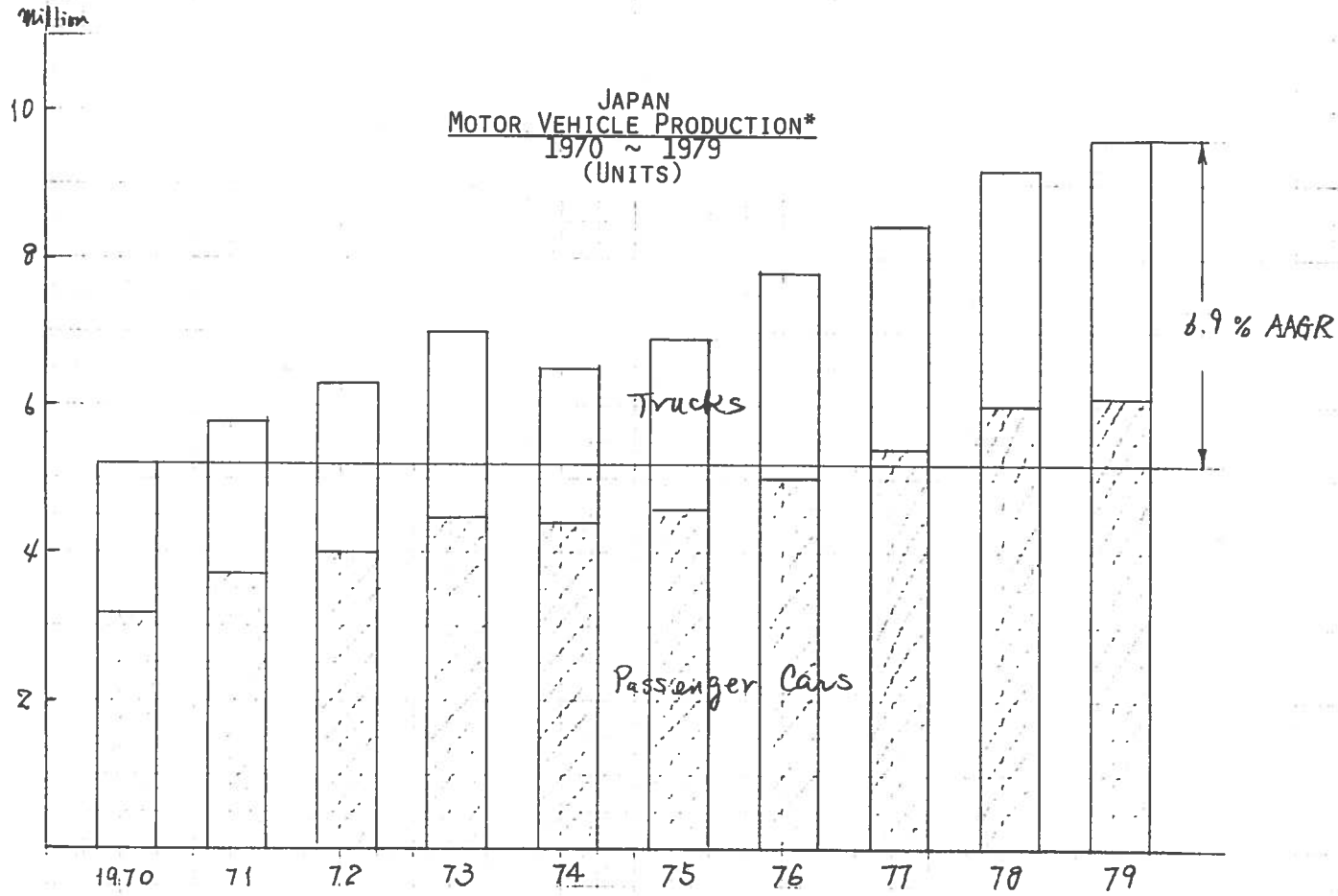


③

SOLUTION TO THE PROBLEMS WILL PROBABLY BE GRADUAL AS THE INDIVIDUAL COMPANIES MAKE WORLDWIDE STRATEGIC MOVES IN TERMS OF INTERNATIONAL COOPERATION AND PRODUCTION.

- TECHNOLOGICAL LICENSING IS INCREASING WORLDWIDE.
- INTERNATIONAL LOCATION OF PRODUCTION FACILITIES IS STARTING AND MORE IS UNDER CONSIDERATION.
- SOME PARTS MANUFACTURERS ARE PREPARED FOR U.S. PRODUCTION.
- EQUITY PARTICIPATION IN VARIOUS FOREIGN MANUFACTURERS IS IN NEGOTIATION.

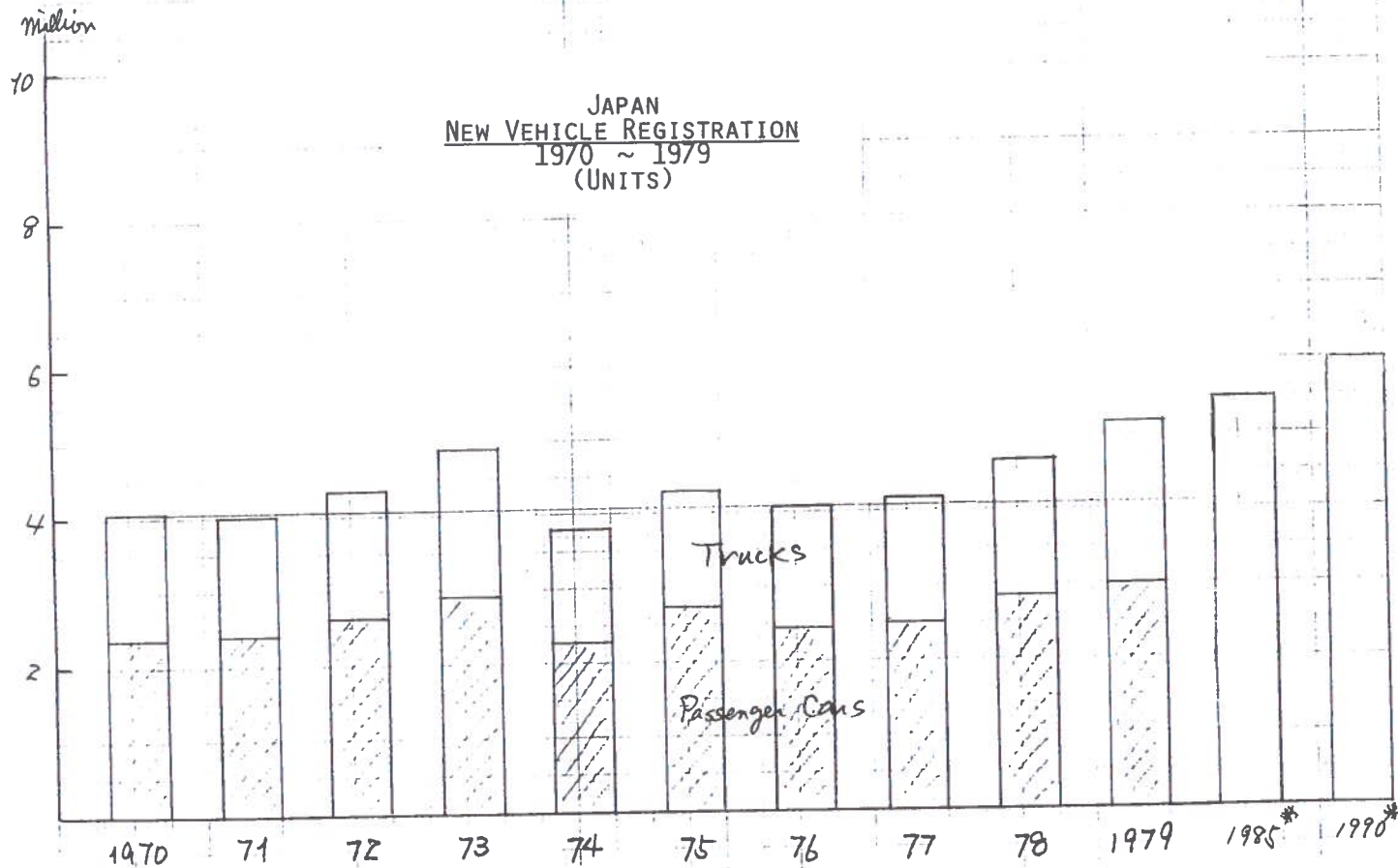
MOTOR VEHICLE PRODUCTION KEEPS INCREASING EXCEPT FOR ONCE IN 1974



\*EXCLUDING BUSES  
SOURCE: AUTOMOBILE STATISTICAL ANNUAL, 1980 JAMA



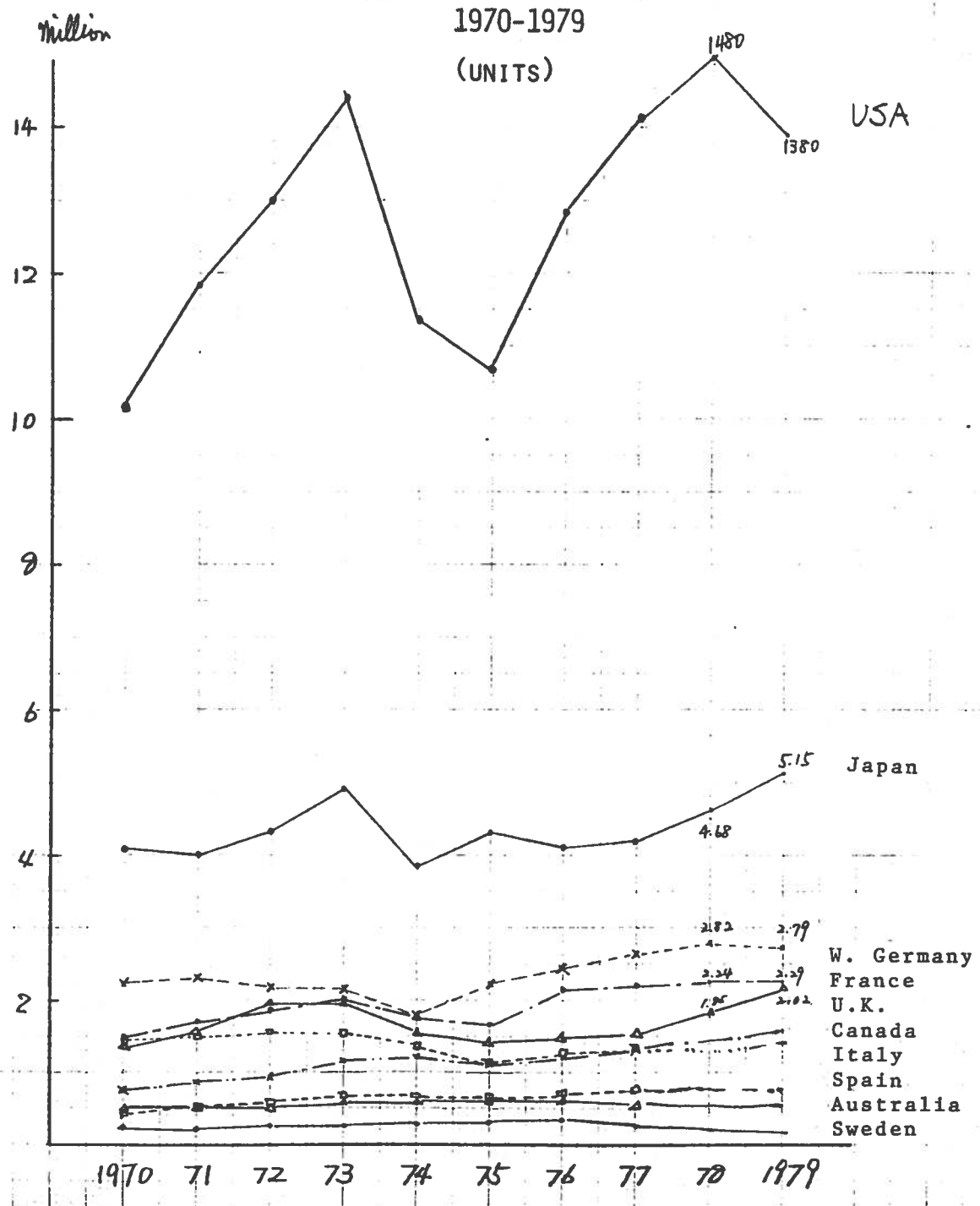
NEW VEHICLE REGISTRATION WILL STAY UNDER 6 MILLION UNITS PER YEAR UNTIL 1990



SOURCE: AUTOMOBILE STATISTICAL ANNUAL, 1980 JAMA  
\*SRI ESTIMATION



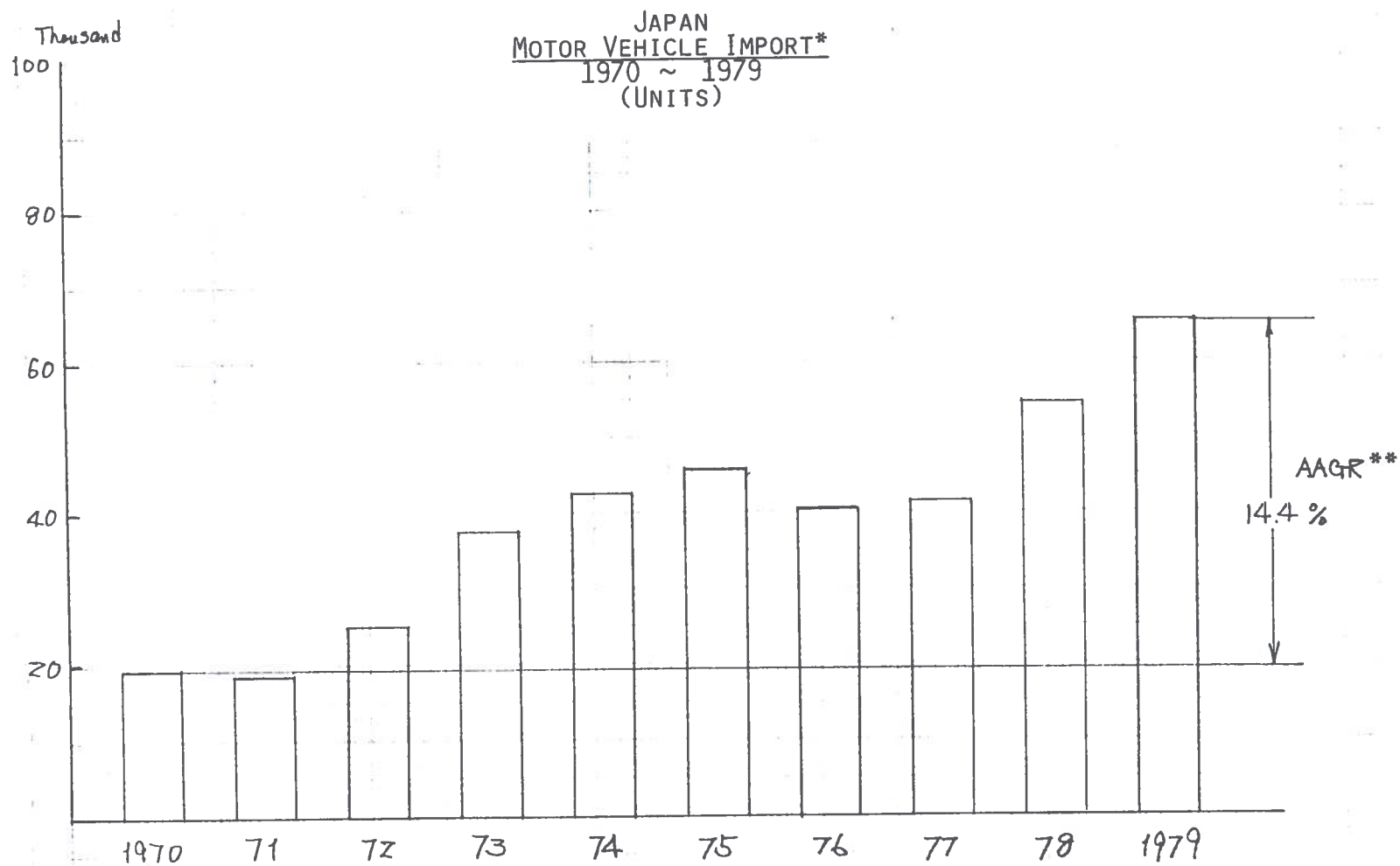
### TREND IN NEW MOTOR VEHICLE REGISTRATION/COUNTRY 1970-1979



SOURCE: AUTOMOBILE STATISTICAL ANNUAL



GROWTH OF MOTOR VEHICLE IMPORT IS SIGNIFICANT, BUT THE MARKET SHARE IS NEGLIGIBLE



\*PASSENGER CARS EXCEPT NEGLIGIBLE NUMBER OF TRUCKS

\*\*AAGR - AVERAGE ANNUAL GROWTH RATE

SOURCE: JAPAN EXPORT & IMPORT, MOF

PRODUCTION SHARE BY MANUFACTURER STAYS STABLE

TREND IN PRODUCTION\* SHARE/COMPANY

1970-1979

(%)

100% = 5,243    5,776    6,261    7,041    6,506    6,905    7,799    8,466    9,213    9,573 (Million units)

Year	1970	71	72	73	74	75	76	77	78	79	Company
Toyota	30.4	33.7	33.2	32.6	32.3	33.7	31.7	32.0	31.6	31.0	Toyota
Nissan	26.0	27.4	30.0	28.8	27.7	30.0	29.4	26.8	25.8	24.3	Nissan
Toyo Kogyo	8.2	8.7		10.5	11.3	9.3	9.2	9.4	9.2	10.1	Toyo Kogyo
Mitsubishi	8.6		10.2					9.1	10.5	9.7	Mitsubishi
Honda	7.5	8.0	7.0	7.9	7.5	7.5	8.2			8.4	Honda
Isuzu	2.6	5.3		5.0	6.6	6.0	7.2	7.9	8.1		Isuzu
Daihatsu	5.5	2.2	5.3	3.0	3.7	3.5	4.2	3.9	4.4	3.9	Daihatsu
Suzuki	5.2	5.4		4.4	3.9	3.7	3.3	2.8	3.5	3.6	Suzuki
Fuji (Subaru)	4.5	4.6	3.4	3.5	3.1	2.7	2.4	2.7	2.7	3.5	Fuji (Subaru)
others		3.2	3.9	2.0	2.5	2.5	3.1	3.4	3.3		others

\*PASSENGER CARS AND TRUCKS

SOURCE: AUTOMOTIVE STATISTICAL ANNUAL JAMA

TREND IN PASSENGER CAR PRODUCTION SHARE/COMPANY  
1970-1979  
(%)

100% = 3,179

	3,718	4,022	4,471	3,932	4,568	5,028	5,431	5,976	6,176	
Others	14.5	11.8	8.7	7.8	6.8	6.9	7.3	6.7	7.2	7.1
Mitsubishi	7.8	7.0	5.5	6.3	5.9	6.3	8.0	9.0	10.5	8.6
Toyo Kogyo	7.1	8.1	9.4	10.4	9.6	12.5	8.9	9.2	8.3	10.5
Honda	8.7	5.8	5.8	5.7	8.0	7.2	9.4	10.6	10.9	11.4
Nissan	28.3	29.6	33.6	33.3	31.9	33.6	32.0	29.8	29.0	28.2
Toyota	32.6	37.7	37.0	36.5	37.8	37.5	34.4	34.7	34.1	34.2
	1970	71	72	73	74	75	76	77	78	79

Isuzu  
Suzuki  
Daihatsu  
Fuji  
Mitsubishi  
Toyo Kogyo  
Honda  
Nissan  
Toyota

SOURCE: AUTOMOBILE STATISTICAL ANNUAL, JAMA

TREND IN TRUCK PRODUCTION SHARE/COMPANY  
1970-1979  
(%)

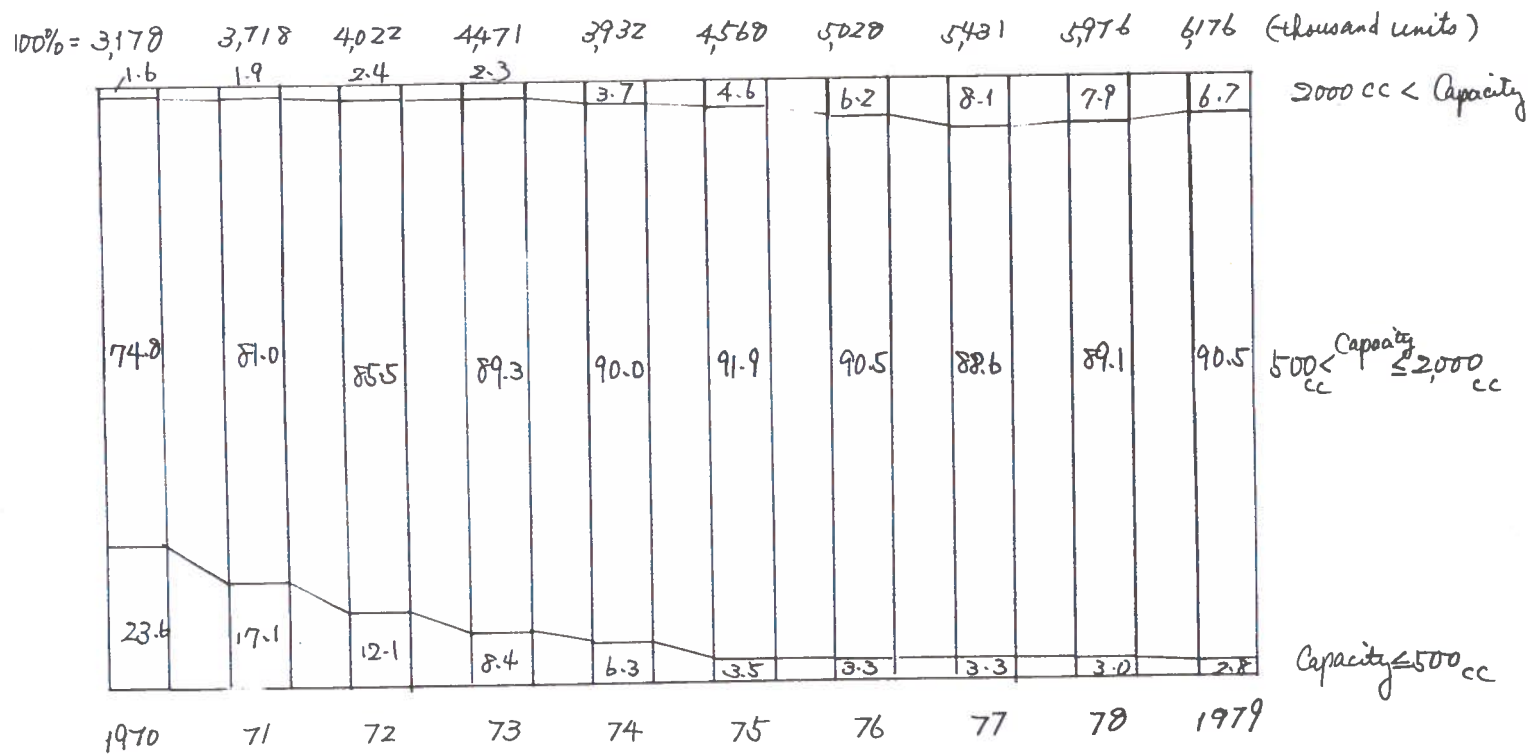
100% =		2,064	2,958	2,238	2,571	2,574	2,338	2,772	3,035	3,237	3,397	
5.6	4.5	4.3	3.8	4.4	3.7	3.1	2.9	2.8	2.8	2.8	2.8	Hino & others
3.6	3.3	2.4	3.0	2.4	2.9	3.0	4.3	5.1	5.3	5.3	5.3	Honda
7.1	7.5	7.2	7.5	6.5	7.1	6.8	7.8	6.3	6.8	6.8	6.8	Fuji
6.1	5.7	5.3	6.0	5.8	5.7	5.7	6.1	5.7	8.1	8.1	8.1	Daihatsu
9.9	9.7	11.6	10.6	14.0	10.9	9.7	9.9	11.0	9.5	9.5	9.5	Suzuki
5.8	5.5	7.4	7.7	8.3	7.5	8.6	8.4	9.2	9.8	9.8	9.8	Toyo Kogyo
9.9	10.6	9.7	10.7	9.9	9.7	8.6	9.3	10.4	9.8	9.8	9.8	Isuzu
												Mitsubishi
22.5	22.5	22.5	21.1	21.1	23.0	24.8	21.6	20.0	17.3	17.3	17.3	Nissan
25.4	26.5	26.3	25.8	23.9	26.0	26.8	27.0	26.8	25.3	25.3	25.3	Toyota
1970	71	72	73	74	75	76	77	78	79			

SOURCE: AUTOMOBILE STATISTICAL ANNUAL, JAMA



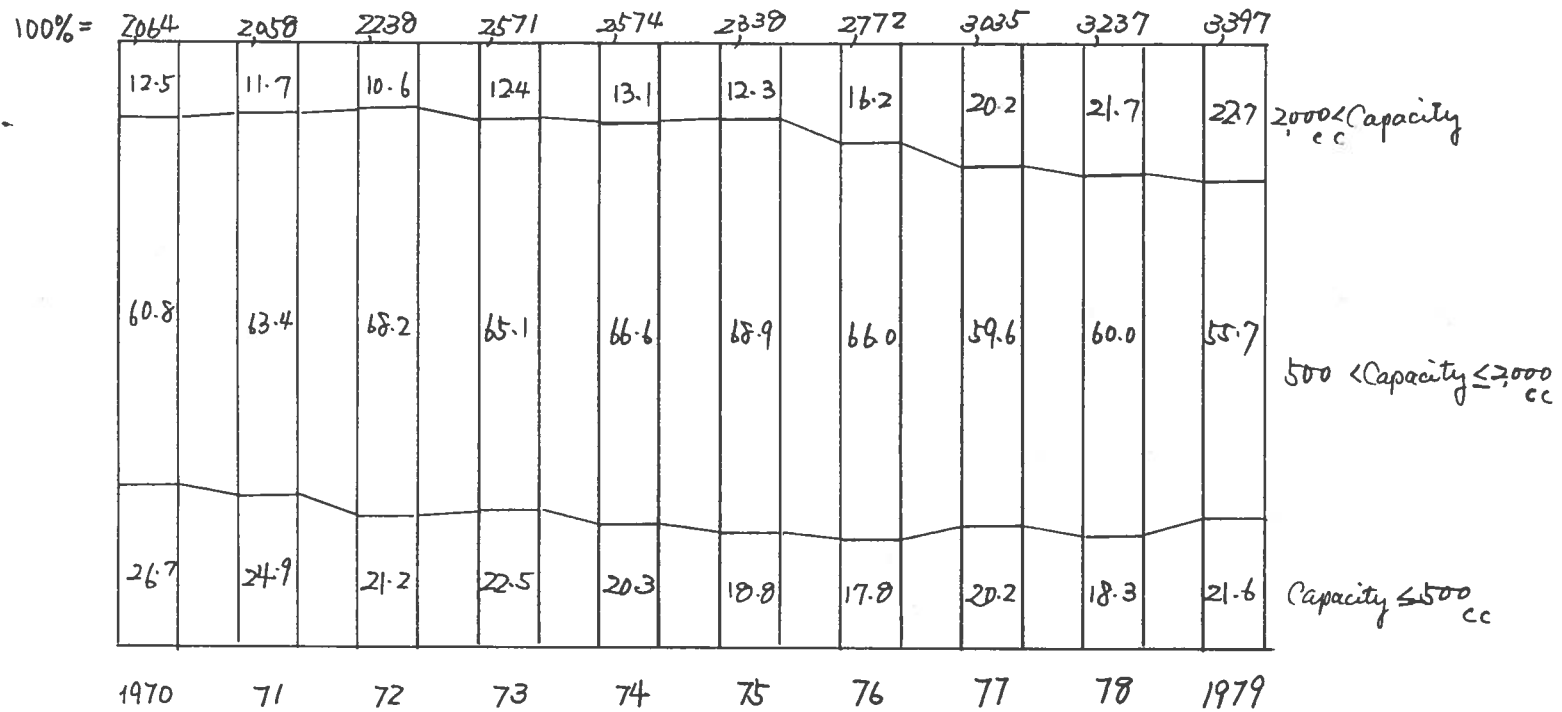
MAJORITY OF JAPANESE CARS HAVE ENGINE DISPLACEMENT  
OF 500 ~ 2000 CC.

TREND IN PASSENGER CAR PRODUCTION BY ENGINE DISPLACEMENT  
1970 ~ 1979  
(%)



Source ; Automobile Statistical Annual , JAMA

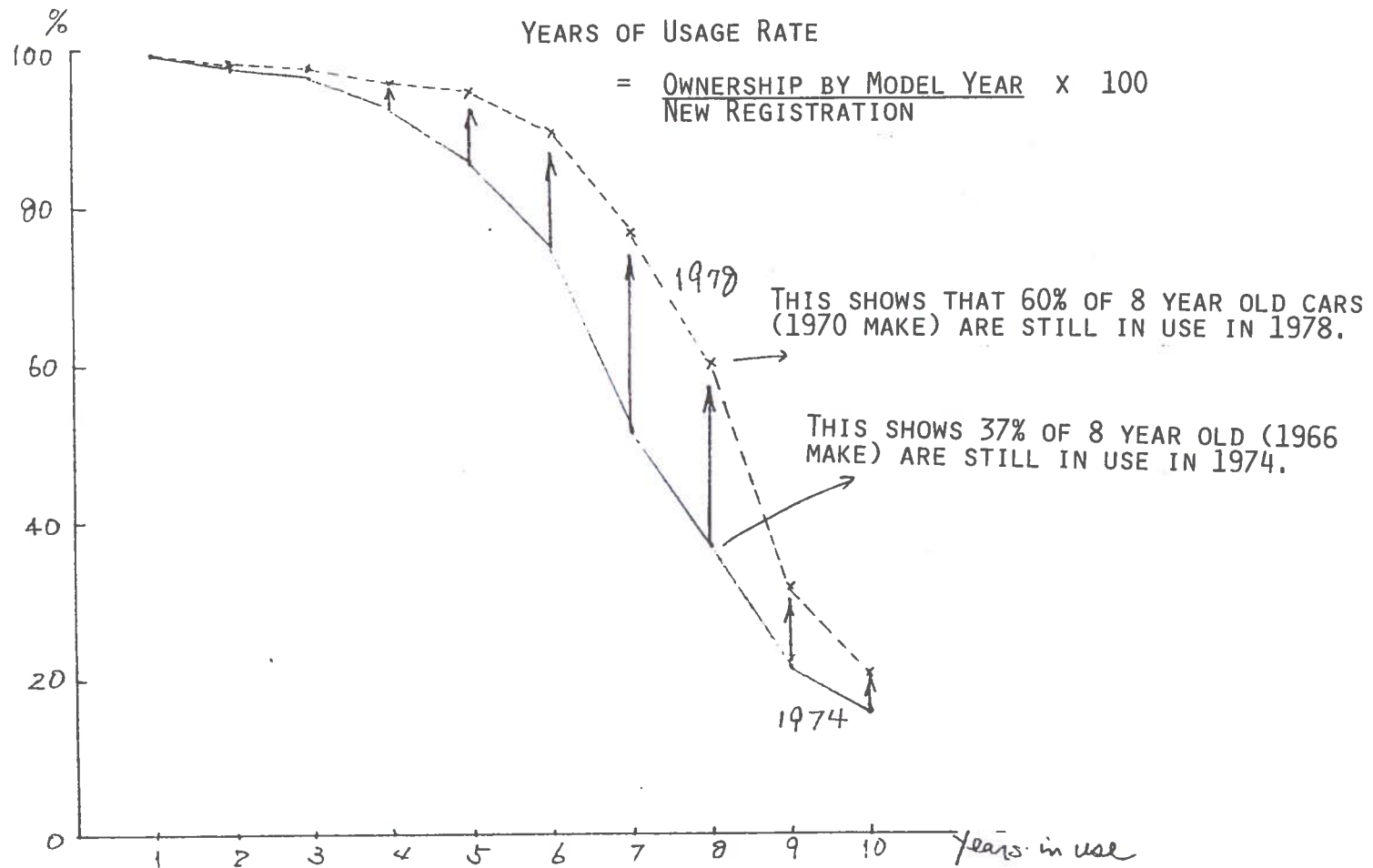
TREND IN TRUCK PRODUCTION BY ENGINE DISPLACEMENT  
1970 ~ 1979  
(%)



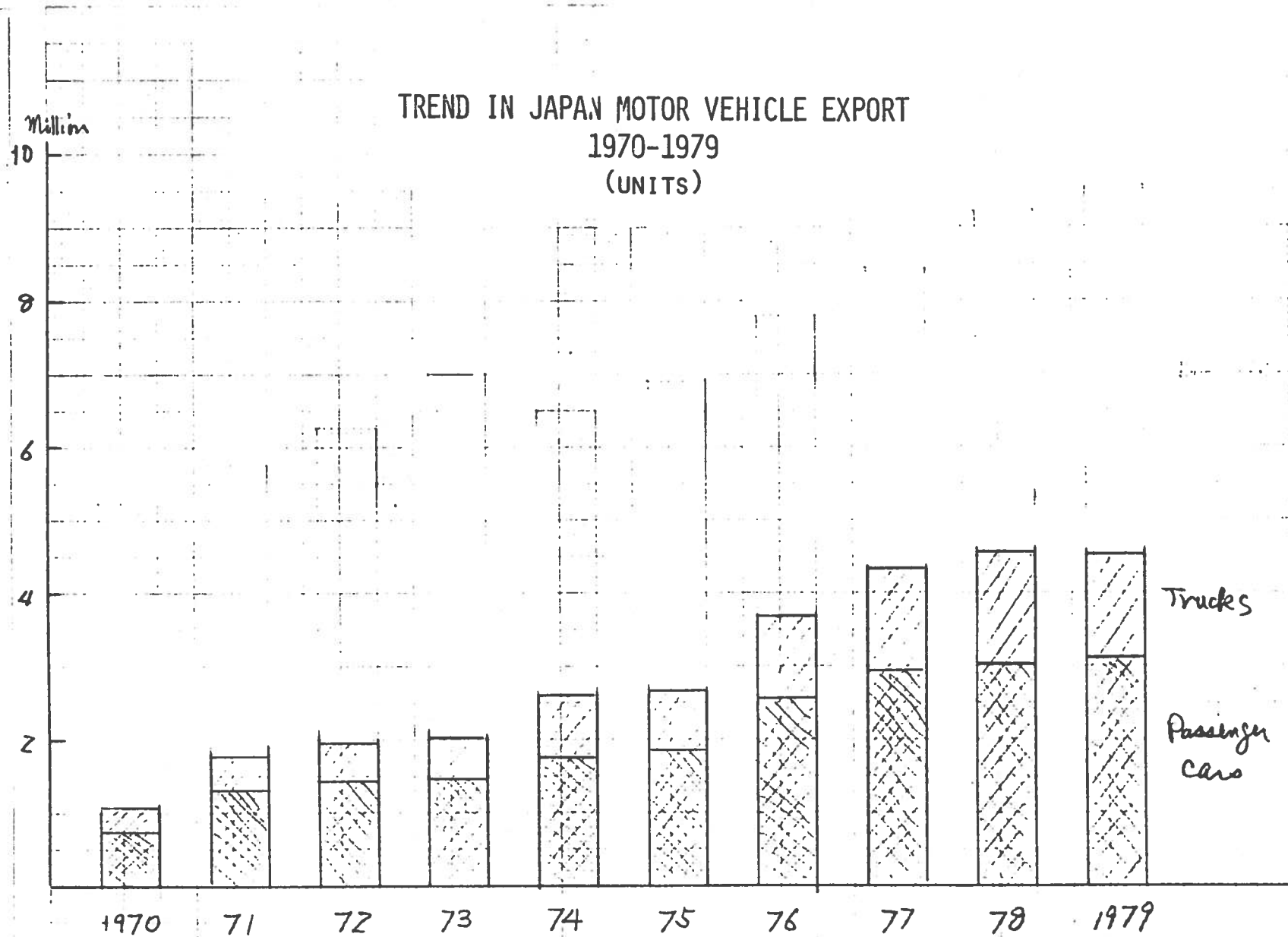
Source ; Automobile Statistical Annual , JAMA

CONSUMERS TREND TO USE CARS LONGER

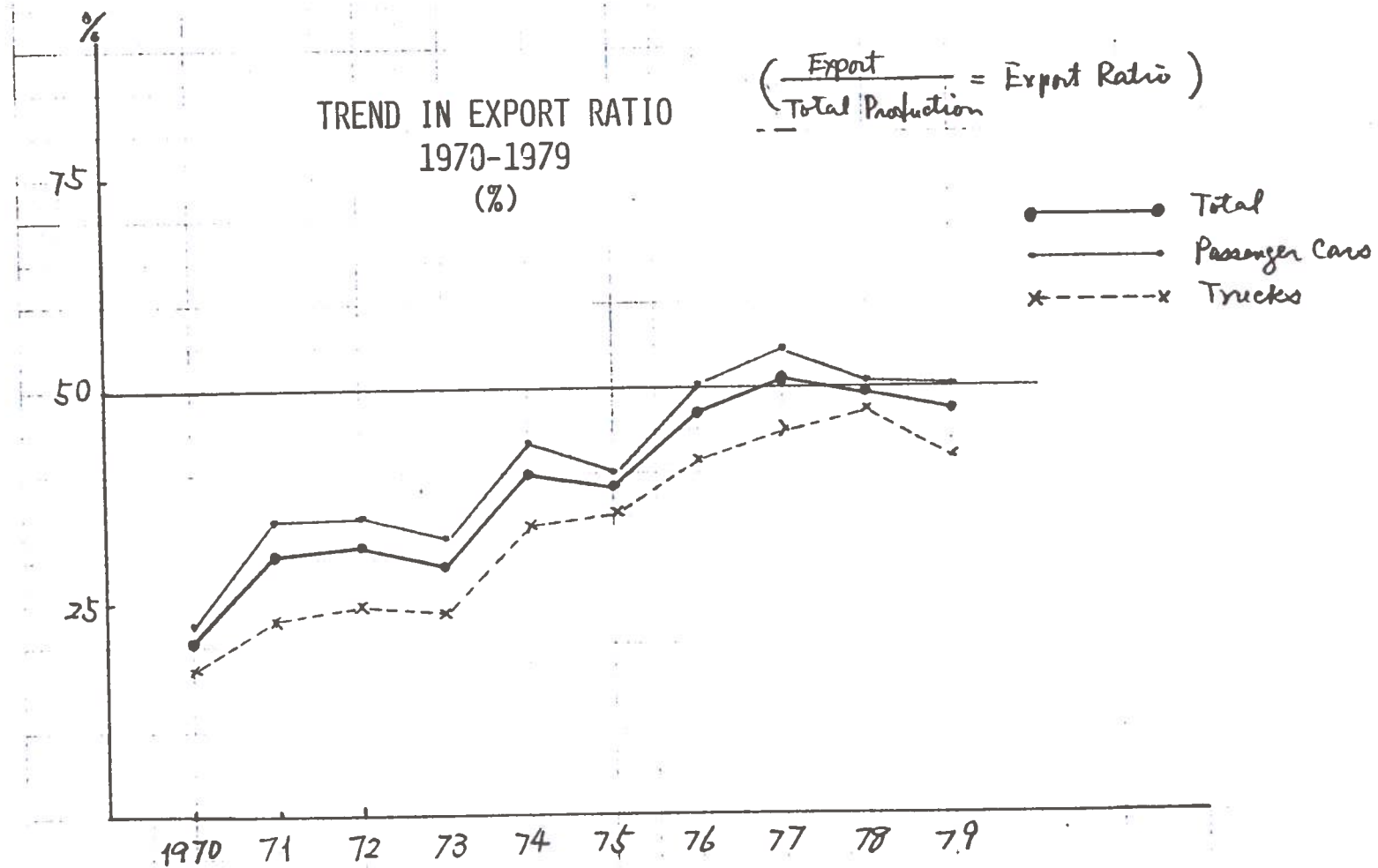
TREND OF YEARS OF USAGE RATE



SOURCE: NIPPON AUTOMOBILE SALES ASSOCIATION



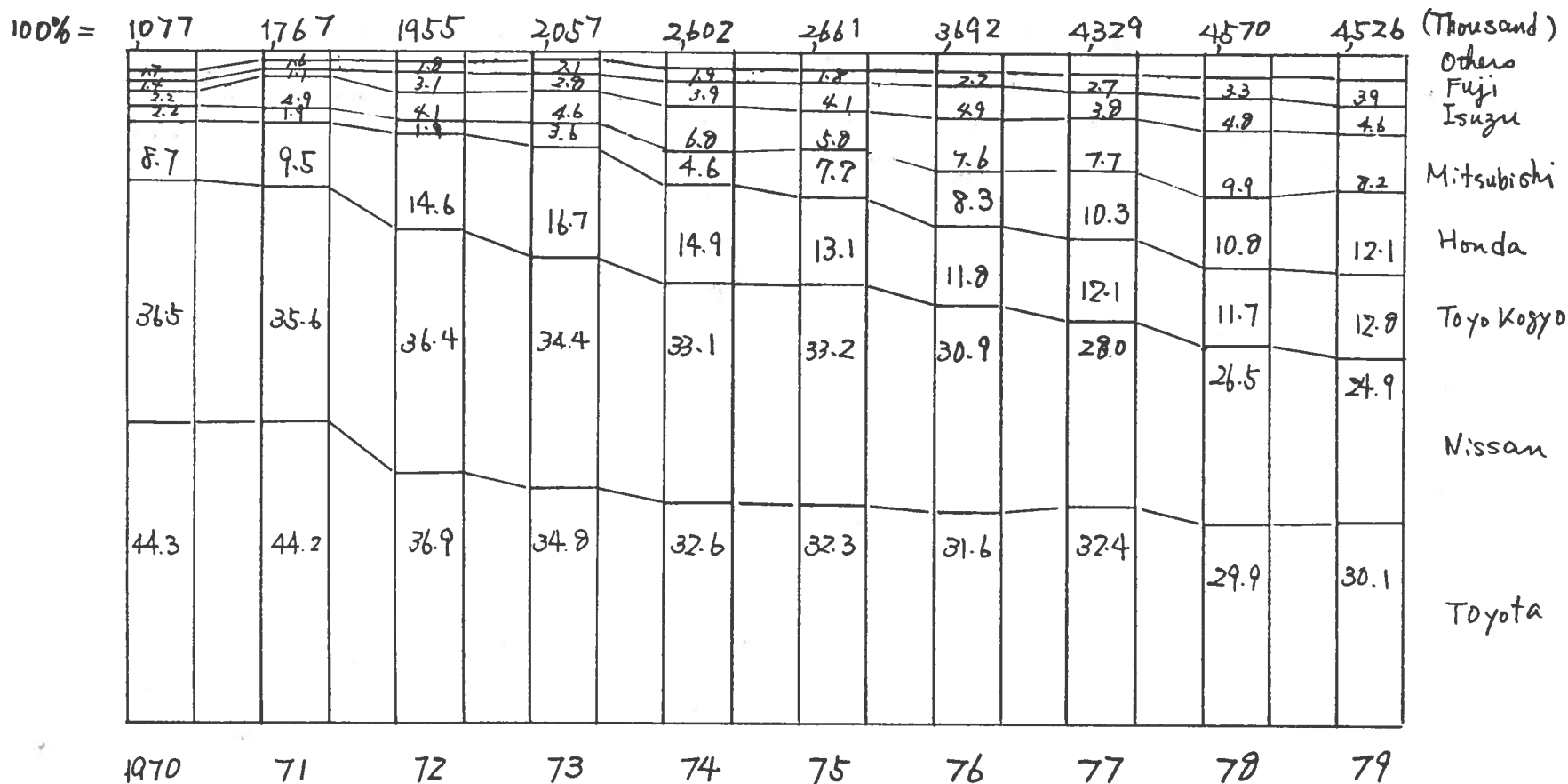
Source: Automobile Statistical Annual, 1980, JAMA



Source: Automobile Statistical Annual, 1980, JAMA

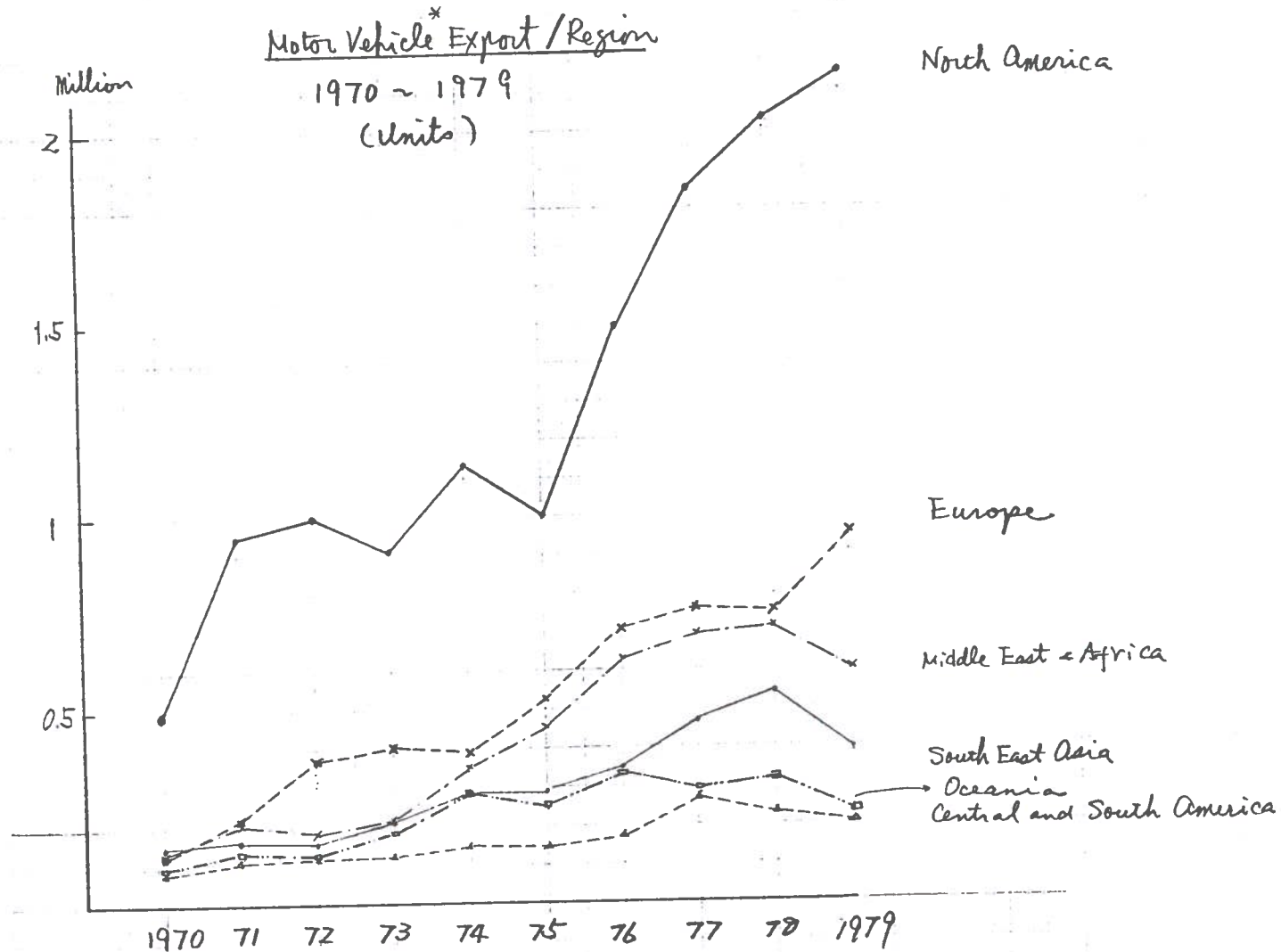
EXPORT SHARES OF THE 2 MAJOR MANUFACTURERS ARE DECREASING.

TREND IN EXPORT\* SHARE/COMPANY  
1970 ~ 1979  
(UNIT %)



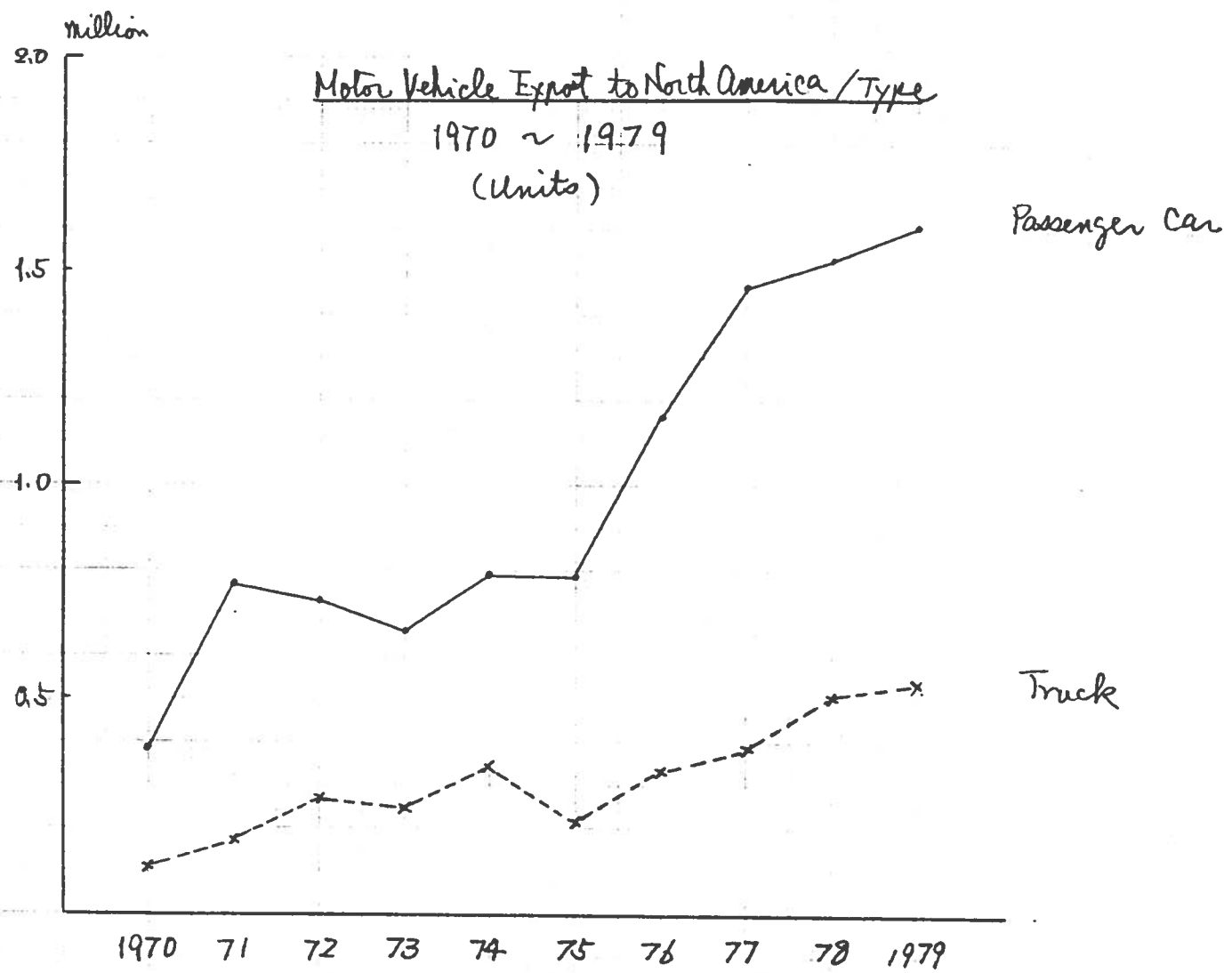
\*PASSENGER CARS AND TRUCKS INCLUDING KNOCK DOWN SETS  
SOURCE: AUTOMOBILE STATISTICAL ANNUAL, 1980 JAMA

NORTH AMERICA IS THE MAIN EXPORT REGION FOR JAPANESE VEHICLES.



\* Excluding buses

Source, Automobile Statistical Annual, 1980, JAMA

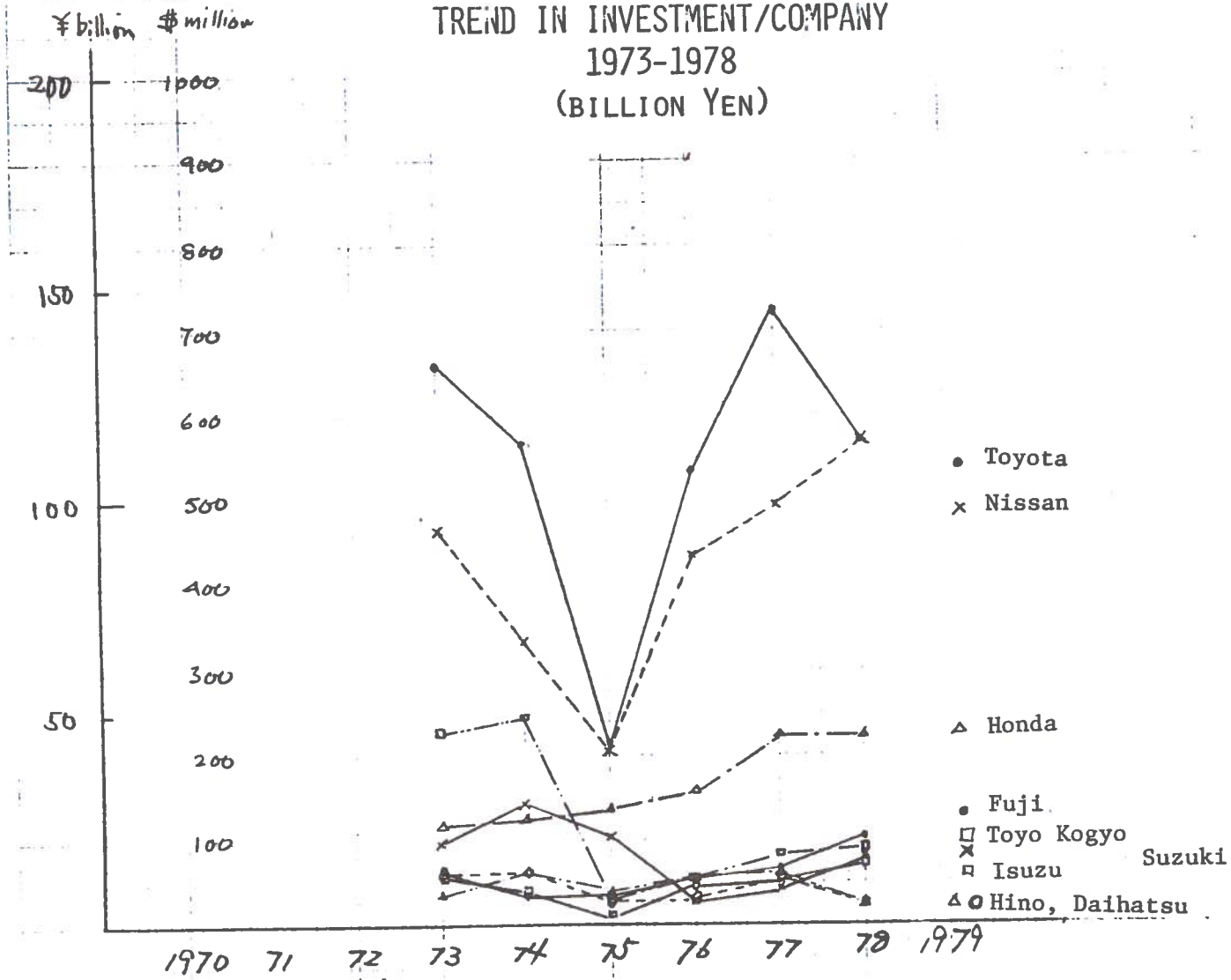


source ; Automobile Statistical Annual, 1980, JAMA





### TREND IN INVESTMENT/COMPANY 1973-1978 (BILLION YEN)



Source: Annual Reports

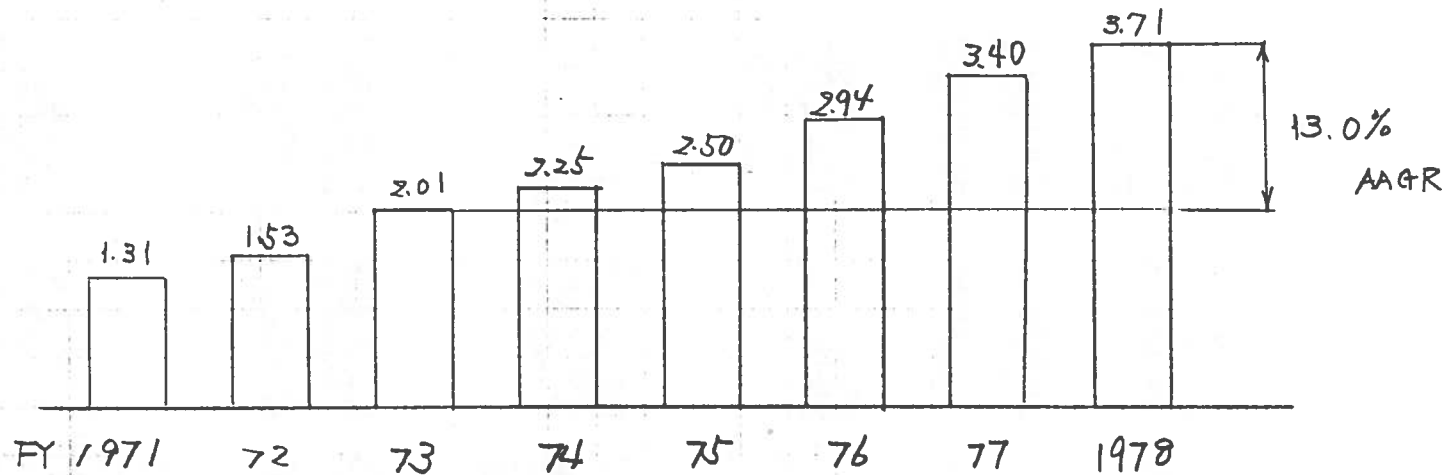
AUTO PARTS PRODUCTION ALSO GREW SIGNIFICANTLY.

Auto Parts Production

(¥ Billion)

Sample Base N=305

(NUMBER OF AUTO PARTS MANUFACTURERS)



Source: Auto Parts Production Trend Survey, FY 1979, JAPIA



CAPITAL EXPENDITURE FOR FACILITIES BY MOTOR INDUSTRY  
MILLION YEN

YEAR/MFR. CAT.	MOTOR VEHICLES	MOTORCYCLES	BODIES	PARTS	TOTAL
1961	70,449	7,492	3,009	17,775	98,725
1962	65,373	4,872	2,701	16,931	89,877
1963	69,566	6,637	4,292	14,960	95,455
1964	107,408	9,667	9,584	23,779	150,438
1965	112,818	9,301	7,880	15,939	145,938
1966	118,826	-----	5,361	18,079	142,266
1967	194,769	-----	13,377	41,965	250,111
1968	241,741	-----	16,189	43,366	301,296
1969	245,708	-----	10,252	42,720	298,680
1970	282,500	-----	20,500	62,600	365,600
1971	266,557	-----	16,490	51,131	294,178
1972	249,800	-----	17,700	61,200	328,700
1973	298,900	-----	31,000	97,400	427,400
1974	375,700	-----	21,600	89,400	486,700
1975	260,600	-----	17,900	58,300	336,800
1976	301,400	-----	20,800	69,600	391,800
1977	450,400	-----	28,700	107,700	586,800
1978	443,200	-----	34,900	113,500	591,600
1979	506,100	-----	43,700	117,900	667,700

NOTE :THE SURVEY COVERS MANUFACTURERS WITH 300 EMPLOYEES OR MORE.  
MOTORCYCLES ARE INCLUDED IN MOTOR VEHICLES FROM 1966.  
SOURCE :MINISTRY OF INTERNATIONAL TRADE AND INDUSTRY.

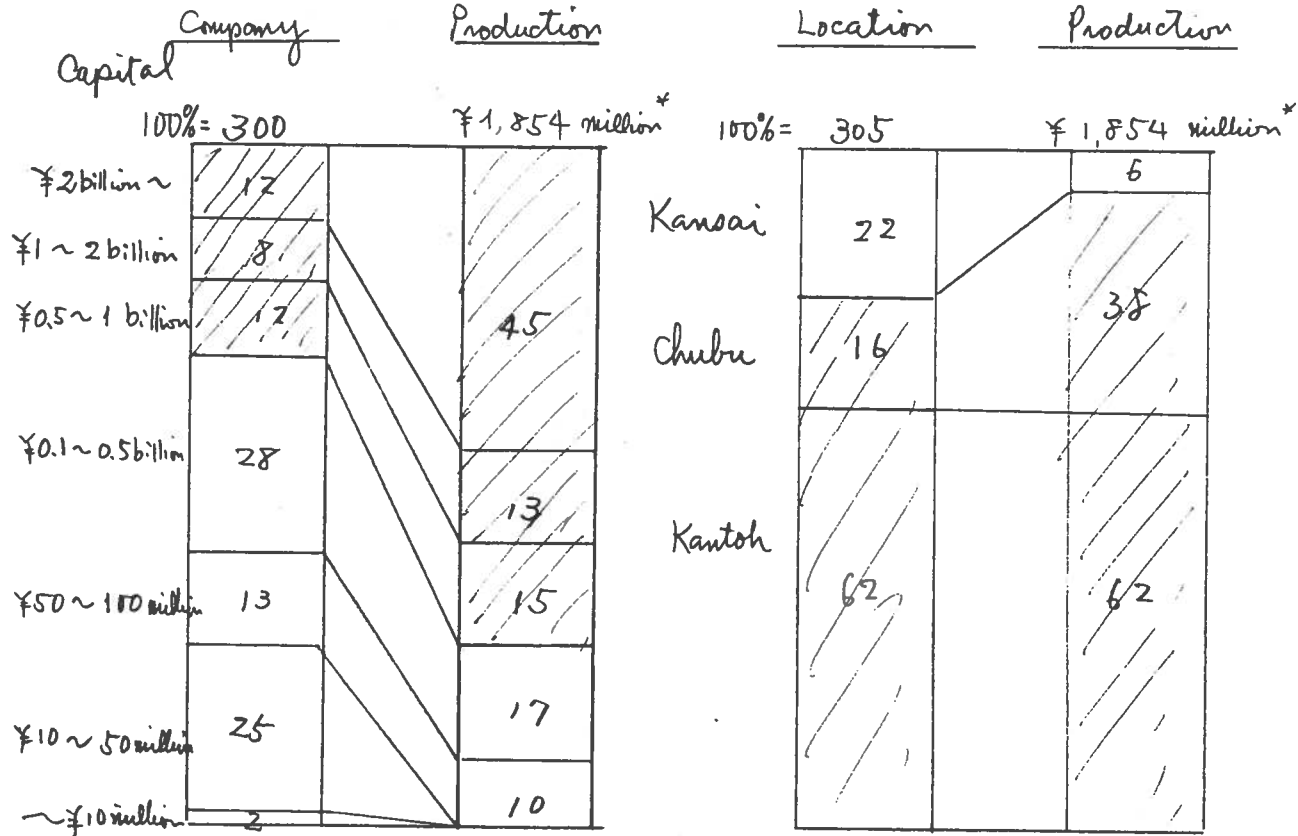
PARTS PRODUCTION IS CONCENTRATED WITHIN SUBSTANTIALLY CAPITALIZED COMPANIES IN TOKYO AND CHUBU.

Production / Capital

(%)

Production / Location

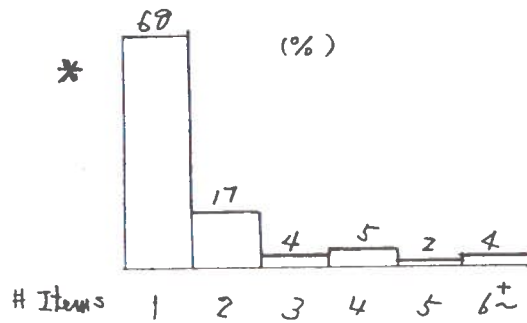
(%)



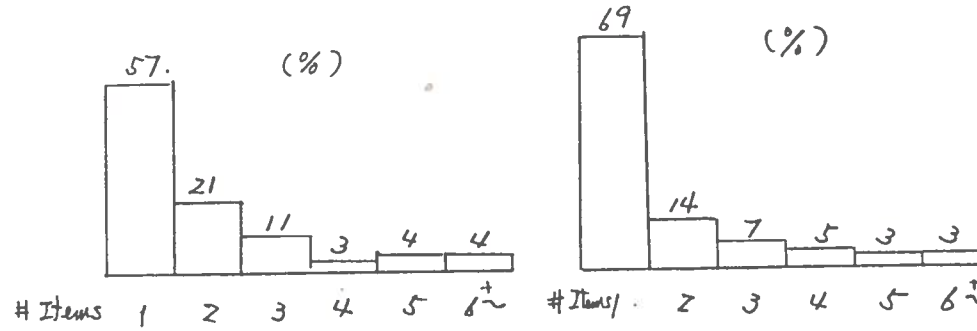
\* Half year production, April ~ September, 1978

PARTS MANUFACTURERS ARE SPECIALIZED IN ONE ITEM.  
DISTRIBUTION OF PARTS SUPPLIERS/# OF ITEMS. (1 OF 2)

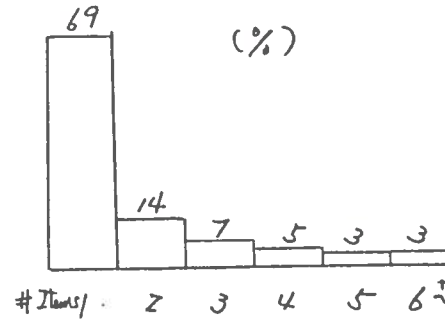
Toyota



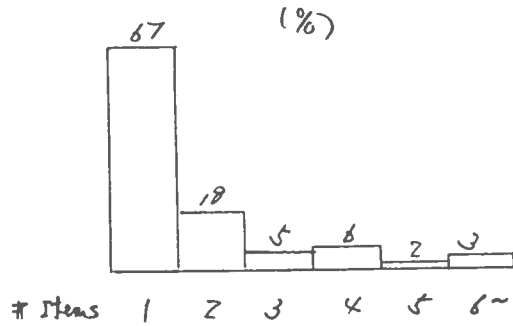
Nissan



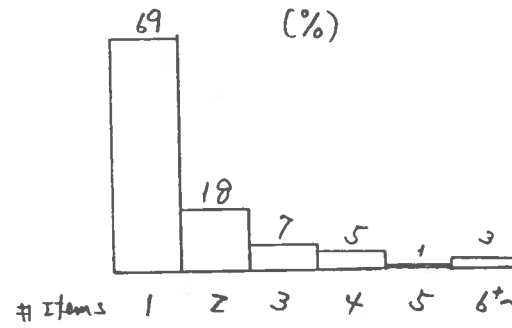
Toyo Kogyo



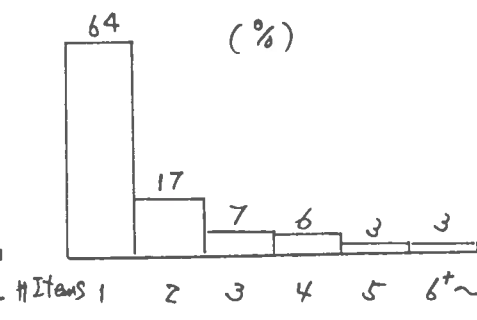
Mitsubishi



Honda



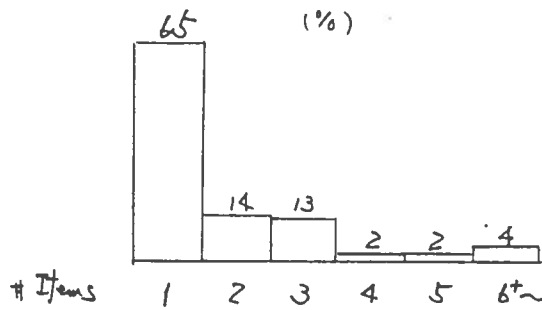
Isuzu



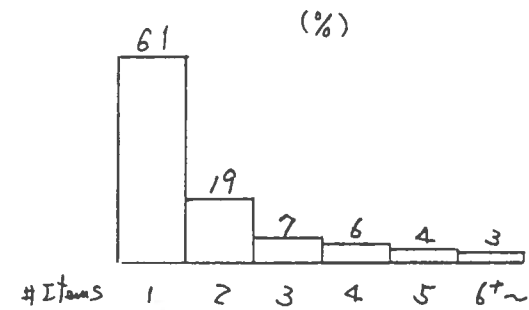
\*MEANS: 68% OF PARTS SUPPLIERS OF TOYOTA SUPPLIES ONLY ONE ITEM.

Distribution of Parts Suppliers / # of Items (2 of 2)

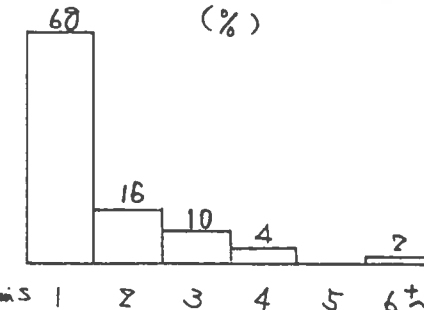
Fuji



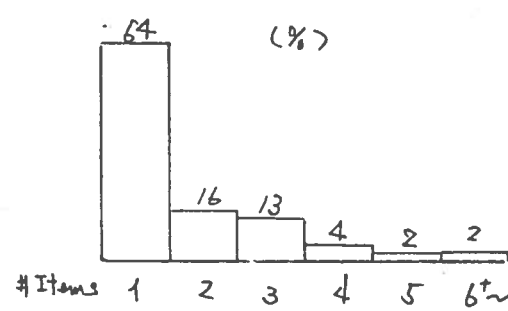
Daihatsu



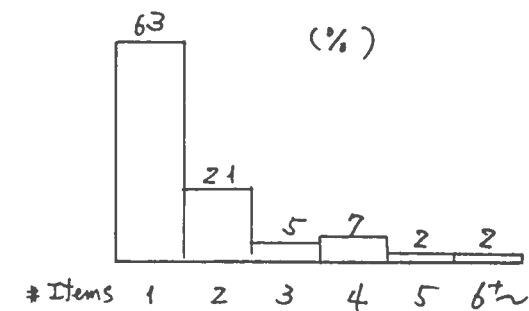
Suzuki



Hino



Nissan Diesel



Source: Automobile Journal, Jidosha Sangyo Kenkyusho

TASK III EVALUATE INVESTMENT CLIMATE  
(SEE ALSO PORTIONS OF TASK II, E.G., TAXATION,  
COMPETITION, REGULATIONS, TRADE)

EVALUATION OF  
INVESTMENT CLIMATE

- O GENERAL CLIMATE FOR FOREIGN INVESTMENT HAS BEEN GREATLY IMPROVED AS FOREIGN INVESTMENT LAW AND FOREIGN CURRENCY LAW WERE REVISED IN 1980
- O IN RECENT YEARS NUMBER OF WHOLLY OWNED SUBSIDIARIES HAS BEEN INCREASING AS DIRECT COMMITMENT APPEARS TO BE THE KEY FOR SUCCESS
- O IN AUTOSECTOR INTERNATIONAL COOPERATION IN TERMS OF PRODUCTION, TECHNOLOGY DEVELOPMENT, AND MARKETING WILL BE A MAJOR NEW TREND

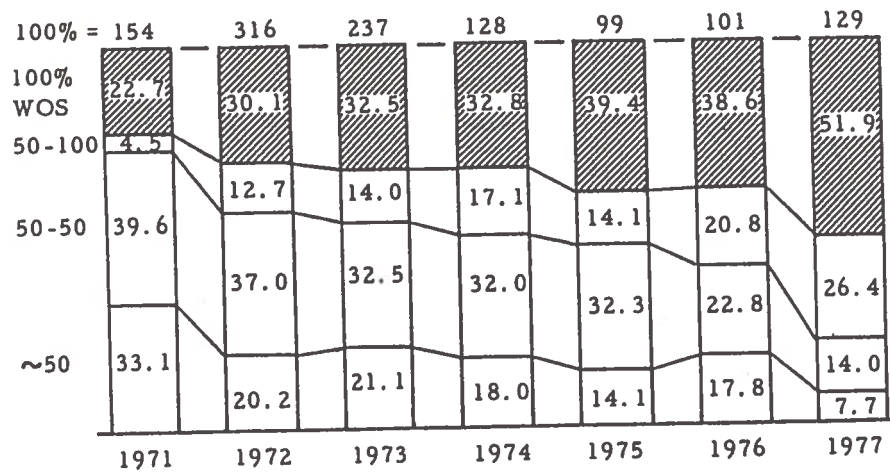


EVALUATION OF  
INVESTMENT CLIMATE

NEWLY ESTABLISHED WHOLLY OWNED SUBSIDIARIES HAVE BEEN INCREASING IN NUMBER

TREND IN NEWLY ESTABLISHED FACS TOTAL

(%)

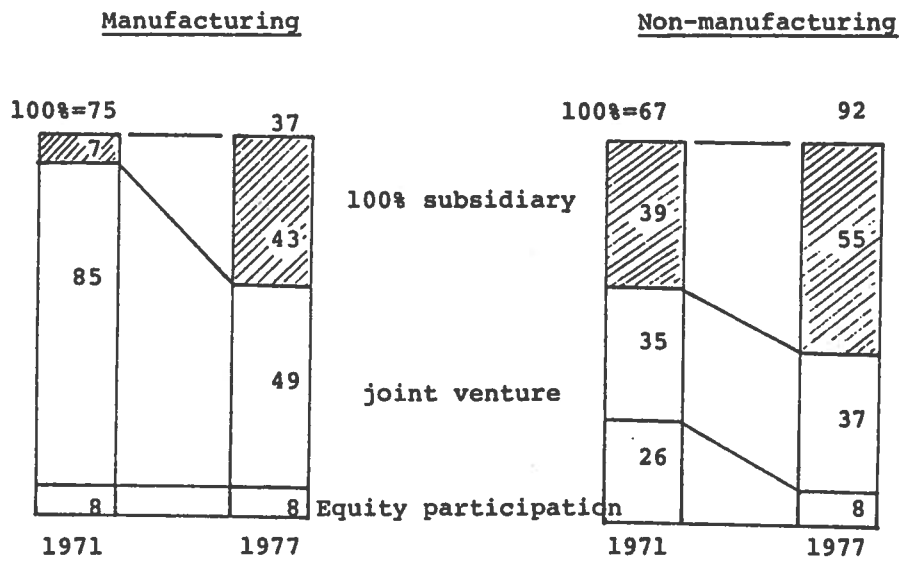


WOS: WHOLLY OWNED SUBSIDIARY  
FAC: FOREIGN AFFILIATED COMPANIES

SOURCE: MITI, TREND OF FOREIGN AFFILIATED COMPANIES, 1979

EVALUATION OF  
INVESTMENT CLIMATE

BOTH IN MANUFACTURING AND NON-MANUFACTURING WHOLLY OWNED SUBSIDIARY IS AN  
INCREASING MODE OF ENTRY



SOURCE: MITI, TREND OF FOREIGN AFFILIATED COMPANIES, 1979

TASK 2  
GOVERNMENT POLICY

## INDUSTRIAL POLICY

NO MAJOR DIFFERENCES IN THE INDUSTRY GOAL EXIST AMONG POLITICAL PARTIES AND THEIR INSTITUTIONS (ECONOMIST GROUP AND LABOR UNIONS)

- FUNDAMENTAL AND STRATEGIC INDUSTRY
  - DIVERSIFIED BROAD BASE
  - TECHNOLOGICALLY COMPETITIVE
  - MAJOR TRANSPORTATION SYSTEM
- CAPITAL AND LABOR INTENSIVE INDUSTRY
  - HUGE CAPITAL INVESTMENT REQUIRED
  - LARGE CAPACITY OF EMPLOYMENT ABSORPTION
- IMPORTANT FOR NATIONAL ECONOMY
  - MAJOR EXPORT PRODUCTS
  - HIGH TAX REVENUE
  - DEVELOPMENT OF LOCAL ECONOMY

## INDUSTRIAL POLICY

### JAPANESE POLICY MAKERS DIFFER ON INDUSTRY POLICY

#### ● TRADE AND INDUSTRY POLICY

- FREE TRADE / SUITABLE PRODUCT FOR SUITABLE COUNTRY (NEW LIBERAL CLUB)
- CO-EXISTENCE AND CO-PROSPERITY (JAPAN SOCIALIST PARTY, DEMOCRATIC SOCIALIST PARTY, KOMEI PARTY )
- PROTECTION OF DOMESTIC WEAK INDUSTRY; E.G., AGRICULTURE, ETC. ( LIBERAL DEMOCRATIC PARTY )
- SELF DISCIPLINE NOT TO HURT FOREIGN ECONOMY ( ALL GROUPS )

#### ● DOMESTIC INDUSTRY POLICY

- NO SPECIFIC GOVERNMENT INTERACTION DESIRED ( DEMOCRATIC SOCIALIST PARTY, NEW LIBERAL CLUB )
- ADMINISTRATIVE GUIDANCE FEASIBLE ( ALL GROUPS )
- ROOM FOR GRADUAL IMPROVEMENT BY SPECIFIC POLICIES ( JAPAN SOCIALIST PARTY, ECONOMIST GROUP )

## INDUSTRIAL POLICY

	Distributor	Labor Union
1. Comments on U.S. ITC's decision	<ul style="list-style-type: none"> <li>● Domestic market will be influenced</li> </ul>	<ul style="list-style-type: none"> <li>● Expression of sound judgement</li> <li>● Solution to unemployment is another story</li> </ul>
2. Causes of Trade Friction		
3. Specific Policies	<ul style="list-style-type: none"> <li>● Dealer protection law is necessary</li> <li>● Fair trade in domestic market is necessary</li> <li>● Strict practice of anti-monopoly law is necessary</li> </ul>	<ul style="list-style-type: none"> <li>● International production will be necessity</li> <li>● Impacts on employment should be avoided</li> <li>● No government intervention is accepted</li> <li>● Oversea investment to be encouraged</li> <li>● Over competition is not acceptable</li> </ul>
4. Over all attitude	Anxiety re over heated marketing	No specific positive action

## INDUSTRIAL POLICY

	Political Parties		
	The Japan D S P	Komei-To	New Liberal Club
1. Comments on U.S. ITC's decision	Made situation more difficult	Not optimistic for the future	Right & Proper
2. Causes of Trade Friction	<ul style="list-style-type: none"> <li>● Failure in dedication and effort in the U.S.</li> <li>● Insufficient effort to meet market needs</li> <li>● Cultural differences</li> </ul>	<ul style="list-style-type: none"> <li>● Weak marketing</li> <li>● Service system is not sufficient</li> <li>● Co-prosperity, Co-existence</li> </ul>	<ul style="list-style-type: none"> <li>● Quality product</li> </ul>
3. Specific Policies	<ul style="list-style-type: none"> <li>● Anti-trust, anti-monopoly laws prohibit government interaction</li> <li>● International industry/ International product</li> <li>● Export ratio to be adjusted</li> <li>● OMA* is the only way to solve the problem</li> </ul>	<ul style="list-style-type: none"> <li>● Orderly export</li> <li>● Export control is not feasible</li> <li>● Self control is recommended</li> <li>● If the industry deteriorates, the government should intervene</li> <li>● Encourage investment for rationalization</li> <li>● No control on investment is encouraged</li> </ul>	<ul style="list-style-type: none"> <li>● Free trade policy including agriculture</li> <li>● Government interaction unacceptable</li> <li>● Drastic change is not feasible</li> <li>● No specific policies necessary for government intervention</li> </ul>
4. Over all attitude	Policy against OMA	Industry's initiative to solve the problem	Free trade policy

\*OMA - Orderly Marketing Agreement

## INDUSTRIAL POLICY

### FUNDAMENTAL PERCEPTION OF THE INDUSTRY FUTURE SHOWS NO DIFFERENCES

- JAPAN HAS A SUITABLE POSITION IN THE WORLD AUTOMOTIVE INDUSTRY
  - QUALITY OF LABOR
  - RESPONSIVENESS TO MARKET NEEDS
- JAPANESE MARKET REMAINS FREE
- LIFETIME EMPLOYMENT SYSTEM SHOULD BE MAINTAINED
- GOVERNMENT INTERVENTION WILL BE ACCEPTABLE IF INDUSTRY DETERIORATES



## INDUSTRIAL POLICY

		Political	Parties
		L D P	J S P
1. Comments on U.S. ITC's decision		Right & Proper	Proper & Appropriate
2. Causes of Trade Friction		<ul style="list-style-type: none"> <li>● Japanese cars are not responsible</li> <li>● Japanese quality of labor is superior.</li> </ul>	<ul style="list-style-type: none"> <li>● Understand export/unemployment relationship.</li> <li>● Wages and working hour are on international level (Not blamable)</li> </ul>
3. Specific Policies		<ul style="list-style-type: none"> <li>● No specific political action is possible.</li> <li>● Administrative guidance and self disciplinary action is needed.</li> <li>● Tariffs do not exist</li> <li>● Commodity tax is important for tax revenue</li> <li>● Under present financial constraints no major tax incentive is feasible</li> <li>● Makers' dominance of distribution channels is problem of anti-monopoly law</li> </ul>	<ul style="list-style-type: none"> <li>● Change of structure by political action is not necessary</li> <li>● Resource investment in other sectors resulting in relative shift of weight, is conceivable</li> <li>● Export ratio 50% is too high</li> <li>● Differences in working conditions between parent companies and their subsidiaries exist.</li> <li>● If the industry deteriorated, the government should interfere to assure employment.</li> <li>● Oversea investment encouraged with company risks.</li> </ul>
4. Over all attitude		No specific action	<ul style="list-style-type: none"> <li>● Encourage oversea investment</li> <li>● Decrease differences in labor conditions</li> </ul>

## LABOR POLICY

VIEW OF THE INDUSTRY FUTURE CONCERNING EMPLOYMENT SITUATION IS NOT OPTIMISTIC

- LABOR UNION IS AWARE OF THE MATURITY OF THE INDUSTRY AND THE FUTURE PROBLEMS OF THE EMPLOYMENT SITUATION.
- AS LONG AS EMPLOYMENT IS ASSURED, IMPROVEMENT OF PRODUCTIVITY IS ACCEPTED.
- INTERNATIONALIZATION WILL BE ESSENTIAL IN THE FUTURE, BUT NO SPECIFIC OPINION ABOUT OVERSEA INVESTMENT CAN BE RELEASED BY THE UNION.
- RESPONSES TO EACH CORPORATE STRATEGY WILL BE MADE FROM THE POINT OF VIEW OF ENSURING LIFETIME EMPLOYMENT.

## LABOR POLICY

LABOR UNIONS WILL NOT BE ABLE TO TAKE INITIATIVES TO SOLVE THE PROBLEM OF TRADE FRICTION.

- VIEW OF THE INDUSTRY FUTURE CONCERNING EMPLOYMENT SITUATION IS NOT OPTIMISTIC
- UNION ( UNIONS CONFEDERATION OF JAPAN AUTOMOBILE WORKERS ) CONSISTS OF INDIVIDUAL COMPANY UNIONS WHICH MAY CONTAIN CONFLICTS OF INTEREST
- ATTITUDES AND ACTIONS TOWARD INDUSTRIAL AND ECONOMIC POLICIES ARE LIMITED TO ENSURING STABLE EMPLOYMENT ENVIRONMENT.

## INVESTMENT POLICY

'VISION OF TRADE AND INDUSTRY FOR 80's' ADDRESSED TO MITI BY 'COMMITTEE OF INDUSTRIAL STRUCTURE' CLEARLY SETS THE 'NEW PEOPLE'S GOALS'

1. INTERNATIONAL CONTRIBUTION AS 'ECONOMICALLY STRONG' COUNTRY
2. OVERCOME LIMITS OF 'RESOURCE SCARCE SMALL' COUNTRY
3. CO-EXISTENCE OF 'VITALITY' AND 'COMFORT'

## INVESTMENT POLICY

GOVERNMENT PROMOTES INTERNATIONAL COOPERATION AS ONE OF NATION'S IMPORTANT GOALS IN 1980s.

- 'VISION OF TRADE AND INDUSTRY FOR 80's' SETS SPECIFIC GOALS
- FOREIGN INVESTMENT LAW WAS ABOLISHED AND NEW FOREIGN CURRENCY LAW ENACTED.
- HOWEVER DIRECT OVERSEAS INVESTMENTS DEPEND SOLELY ON PRIVATE COMPANIES MANAGEMENT DECISIONS WITH THEIR OWN ATTENDENT RISKS.
- INTER-REGIONAL INVESTMENT PROMOTION VIA TAX INCENTIVES AND OTHER SUBSIDIES IS NOT ENCOURAGED UNDER CURRENT MONETARY RESTRICTIONS.

VISION FOR 80s

DOMESTIC INVESTMENT SHOULD BE BASED ON RELOCATION OF INDUSTRY TO PROVIDE MORE EVEN DISTRIBUTION OVER THE COUNTRY THEN THE PRESENT REGIONAL CONCENTRATION.

1. TAX AND INVESTMENT INCENTIVES
2. DISCOURAGE THE CONCENTRATION OF ESTABLISHMENTS IN METROPOLITAN AREAS
3. ADVANCE LOCAL DEVELOPMENT POTENTIAL BY PROVIDING NECESSARY FACILITIES
4. PREPARATION OF INFORMATION NETWORKS FOR DIVERSIFICATION OF HEADQUARTER AND RESEARCH FUNCTIONS
5. ADJUSTMENT OF DIFFERENCE OF WAGES AND CREATION OF EMPLOYMENT IN LOCAL AREAS
6. ACHIEVE MULTILAYER STRUCTURE FOR LOCAL INDUSTRY BY DEVELOPMENT OF OVERALL INDUSTRIES
7. MATCHING OF LOCAL RESOURCES WITH INDUSTRIES

VISION FOR 80s

DIRECT INTERNATIONAL INVESTMENT BY MANUFACTURING INDUSTRY IS ENCOURAGED

BECAUSE IT:

- 1) CONTRIBUTES TO ADVANCEMENT OF DOMESTIC INDUSTRY STRUCTURE AND INTERNATIONAL DIVISION OF INDUSTRY
- 2) ENCOURAGES INTERNATIONAL COMMUNICATIONS WITH TRANSFER OF PERSONNEL AND FACILITIES
- 3) CONTRIBUTES TO DEVELOPMENT OF ECONOMY FOR THE RECEIVING COUNTRIES BY REALLOCATION OF MANAGEMENT RESOURCES AND CREATION OF EMPLOYMENT OPPORTUNITIES
- 4) CONTRIBUTES TO ASSURED SUPPLY OF RESOURCES AND ENERGY FROM ABROAD
- 5) FULLFILLS DEVELOPMENT ROLE OF JAPANESE COMPANIES

IN SPITE OF NEGATIVE BUT ADJUSTABLE EFFECTS OF:

BOOMERANG EFFECTS, DECREASE OF DOMESTIC EMPLOYMENT OPPORTUNITY,  
AND WEAKENING OF DOMESTIC INDUSTRIES

FOREIGN INVESTMENT

FOREIGN INVESTMENT OPPORTUNITY TO JAPAN HAS BEEN IMPROVED GREATLY UNDER THE NEW FOREIGN CURRENCY LAW EXERCISED SINCE DEC 1, 1980.

FOREIGN CURRENCY LAW  
&  
FOREIGN INVESTMENT LAW

1. BASICALLY ALL FOREIGN TRADE IS NOT FREE.
2. LAW SYSTEM HAD BECOME COMPLICATED AS MANY PROCEDURES HAD BEEN LIBERALIZED INDIVIDUALLY UNDER A VARIETY OF CONDITIONS.

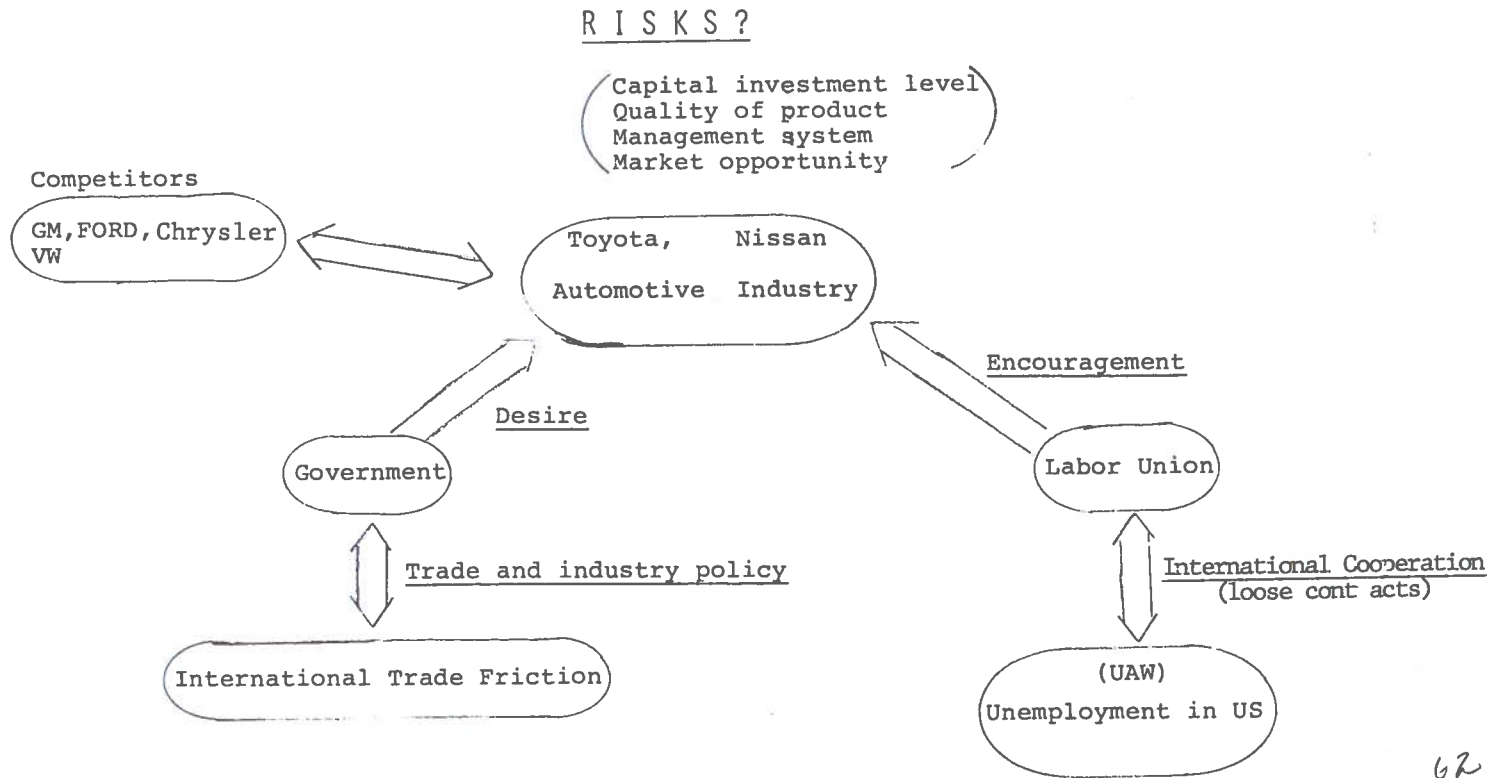
NEW FOREIGN CURRENCY LAW

1. BASICALLY ALL FOREIGN TRADE IS FREE.
2. ● CURRENT TRANSACTION IS COMPLETELY FREE.  
  
● CAPITAL TRANSACTION IS BASICALLY FREE WITH EXCEPTIONS.
3. SYSTEM OF FOREIGN CURRENCY BANKS REMAINS.
4. FOREIGN INVESTMENT LAW IS ABOLISHED AND FOREIGN INVESTMENT IS BASICALLY FREE.



## INVESTMENT POLICY

Decision on risk taking by oversea direct investment depends solely on private company management, but in the presence of various pressures



Present Tax System

The present taxes in Japan imposed by national and local governments can be classified into four groups; i.e. taxes on income, on property, on consumption and on transfer of goods:

1. Taxes on Income:

National Taxes..... Income Tax (Individual Income Tax) and Corporation Tax (Corporate Income Tax):

Local Taxes..... Prefectural Inhabitants Tax, Enterprise Tax and Municipal Inhabitants Tax;

2. Taxes on Property:

National Taxes..... Inheritance Tax and Gift Tax;

Local Taxes..... Automobile Tax, Mini-lot Tax, Property Tax, Light Vehicle Tax, Special Landholding Tax, Business Office Tax and City Planning Tax;

## TAXATION POLICY

### 3. Taxes on Consumption:

- National Taxes.....Liquor Tax, Sugar Excise Tax, Gasoline Tax, Liquefied Petroleum Gas Tax, Aviation Fuel Tax, Commodity Tax, Playing-cards Tax, Travel Tax, Admission Tax, Local Road Tax, Customs Duty and Monopoly Profits;
- Local Taxes..... Prefectural Tobacco Consumption Tax, Local Entertainment Tax, Tax on Consumption at Hotels and Restaurants, Light-oil Delivery Tax, Municipal Tobacco Consumption Tax, Electricity Tax, Gas Tax and Bathing Tax;

### 4. Taxes on Transfer of Goods:

- National Taxes.....Bourse Tax, Securities Transaction Tax, Registration and License Tax, Motor Vehicle Tonnage Tax, Stamp Tax, Tonnage Due, Special Tonnage Due and Promotion of Power-Resources Development Tax;
- Local Taxes.....Real Property Acquisition Tax, Hunters License Tax, Automobile Aquisition Tax, Timber Delivery Tax, Hunting Tax and Mineral Product Tax;

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Source: An Outline of Japanese Taxes 1980

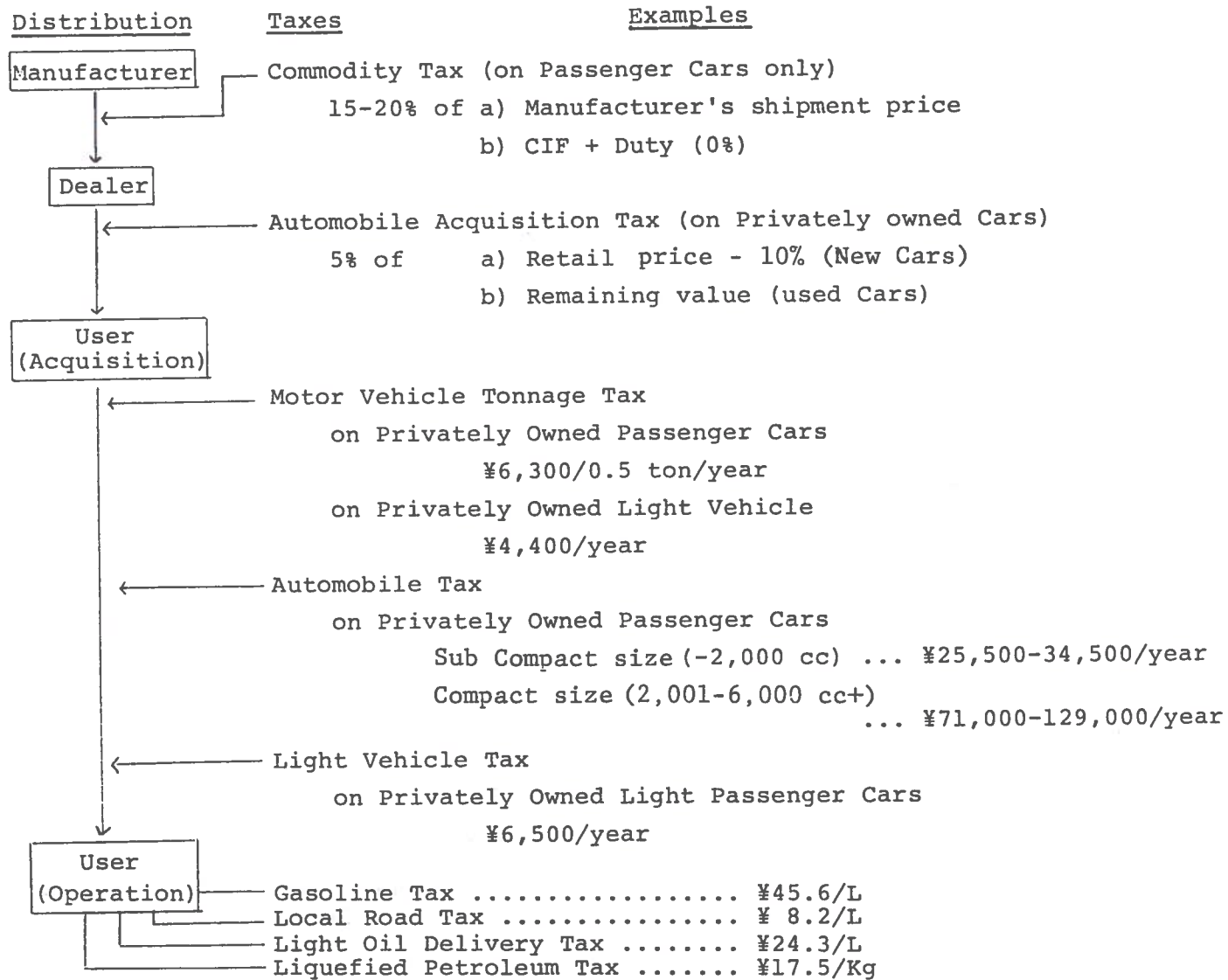
## TAXATION POLICY

TAX INCENTIVES FOR INVESTMENT IS NOT FEASIBLE UNDER CURRENT MONETARY RESTRICTION

- O TAX REVENUE FROM AUTOMOBILE INDUSTRY IS SIGNIFICANT
- O INTERNATIONAL PRESSURE RE PROTECTION OF AUTOMOTIVE INDUSTRY IS TOO HIGH TO ALLOW JAPANESE GOVERNMENT TO PROVIDE INCENTIVES
- O EVEN INCREASE OF COMMODITY TAX ON AUTOMOBILE AND CORPORATE TAX IS UNDER CONSIDERATION

# TAXATION POLICY

## TAXES ARE IMPOSED ON AUTOMOBILE DISTRIBUTION AND USE



## COMPETITION POLICY

THE MAJOR ANTIMONOPOLY ISSUE REGARDING THE AUTOMOBILE INDUSTRY IS THE MANUFACTURERS' INTERFERENCE WITH AUTOMOBILE DISTRIBUTION SYSTEM

- CONTRACTS BETWEEN MANUFACTURERS AND DISTRIBUTORS HAVE BEEN REVISED UNDER THE GUIDANCE OF FAIR TRADE COMMISSION IN 1980
- ACTUAL PRACTICE HAS NOT BEEN IMPROVED AS THE JAPANESE MARKET BECOMES MORE HIGHLY COMPETITIVE.
- DESIRE TO ESTABLISH A DISTRIBUTOR PROTECTION LAW EXISTS AMONG DISTRIBUTORS

PRODUCT REQUIREMENTS ON SAFETY AND POLLUTION ARE BASICALLY REGULATED BY THE ROAD VEHICLES ACT

- O THE ROAD VEHICLES ACT PRESCRIBES ALL BASIC ITEMS, SUCH AS STANDARDS OF SAFETY AND ENVIRONMENTAL POLLUTION CONTROL OF MOTOR VEHICLES, TYPE APPROVAL, MOTOR VEHICLE INSPECTION, AND MAINTENANCE, ETC.
- O THE FOLLOWING MINISTRY OF TRANSPORT ORDINANCES HAVE BEEN PROVIDED BASED ON THE ABOVE ROAD VEHICLES ACT OR IN ORDER THAT THE ABOVE LAW MAY BE ENFORCED
  - SAFETY REGULATIONS FOR ROAD VEHICLES  
(STANDARDS CONCERNING SAFETY AND ENVIRONMENTAL POLLUTION CONTROL)
  - MOTOR VEHICLE INSPECTION REGULATIONS  
(STANDARDS CONCERNING DAILY\* OR MONTHLY INSPECTION OF MOTOR VEHICLES)
  - ENFORCEMENT REGULATIONS FOR ROAD VEHICLES ACT  
(DETERMINING ENFORCEMENT METHOD OF MOTOR VEHICLE INSPECTION AND DESIGNATION OF EXHAUST EMISSION CONTROL DEVICES, ETC.)
  - DESIGNATION REGULATIONS FOR MOTOR VEHICLE TYPES  
(DETERMINING ENFORCEMENT METHOD OF TYPE DESIGNATION)

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\*THIS IS ENFORCED AS THE OWNER'S AND DRIVER'S RESPONSIBILITY

POLLUTION (EXHAUST EMISSION)

REGULATORY POLICY

EXHAUST EMISSION CONTROL STANDARDS ARE SEVERE

Emission Control		Passenger car, Light truck and bus																
		1965 - 1968	69	70	71	72	73	74	75	76	77	78	79	80	1981			
Control Measure		← Density →					← Weight →											
Test Mode		← 4 Mode →					← 10 Mode →					← 10 Mode and 11 Mode →						
Unit		(g%/km)					g/km					g/km and g/Test						
Passenger Car																		
Gasoline	CO	3.0 — 2.5 →					26.0	2.7	10 mode									
	HC						3.8	0.39	11 mode									
	NOx						3.0	1.6	0.84	0.48								
LPG	CO	CO 1.5 →					18.0	2.7										
	HC						3.2	0.39										
	NOx						3.0	1.6	0.84	0.48								
Light Weight Truck, Bus																		
Gasoline	CO	3.0 — 2.5 →					26.0	17.0										
	HC						3.8	2.7										
	NOx						3.0	2.3	1.4*					0.84**				
LPG	CO	1.5 →					18.0	17.0										
	HC						3.2	2.7										
	NOx						3.0	2.3	1.4*					0.84**				
Idle	CO(%)	4.5 →																
	HC ppm											1200 →						
Blow-by	Gas	0 →																

\*Gasoline engine driven, up to 1700 KG  
 \*\*Import vehicles from April 1983

A2



REGULATORY POLICY

All of these laws have provisions related to Traffic Safety Regulations

Related to	Law	Purpose	Contents
Road Traffic	Road Traffic Law	To prevent from danger on roads and maintain traffic safety and smoothness	Traffic control of pedestrians and vehicles, Responsibilities of drivers etc.
	Garage Retainment Law	To rationalize use of road and maintain smoothness of traffic	Requires having a garage
Traffic Safety	Traffic Safety Measure Law	To promote overall traffic safety	Traffic Safety measure planning
Road, Facility	Road Act	To provide road network	Road control, maintenance and etc.
	Land Development Trunk highway Construction Law	To construct new highway network	Fundamental plan of Ministry of Transportation
	Parking-lot Act	To make traffic smooth and promote city functions	Equipment of automobile parking facilities
	Automobile Terminal Law	To develop automobile transportation by promotion of automobile terminal facilities	Equipment of automobile terminals
Road Vehicle	Road Vehicles Act	To enforce safety regulations on motor vehicle structures and promote development of automobile inspection business	Registration, Inspection of safety standards, Inspection and Maintenance etc.
Automobile Casualty Insurance	Automobile Casualty Insurance Law	To protect people who incur losses	Compulsory enrollment of Automobile casualty Insurance
Road Transportation	Road Transportation Act	To rationalize use of roads and maintain smoothness of traffic	Auto transportation business including truck, bus, taxi, etc.

POLLUTION (NOISE)

REGULATORY POLICY

PERMISSIBLE LIMITS OF MOTOR VEHICLE NOISE - PHONS  
 (REVISED FEB. 14, 1978. ENVIRONMENT AGENCY)

YEAR REGULATION				1971		1976		1977		1979	
				Const. Speed Exhaust	Accel Noise	Const. Speed Exhaust	Accel Noise	Const. Speed Exhaust	Accel Noise	Const. Speed Exhaust	Accel Noise
MOTOR VEHICLE											
PASSENGER CAR				70	84	—————>		70	82	70	81
TRUCK BUS	Large	More than 3.5 Ton	More than 200 hp	80	92	80	89	—————>		80	86
	Medium		Less than or equal to 200 hp	78	89	78	87	—————>		78	
	Small	Less than or equal to 3.5 ton		74	85	—————>		74	83	74	81

ENERGY

REGULATORY POLICY

MITI SET A GOAL FOR STANDARDS OF ENERGY CONSUMPTION EFFICIENCY TO BE MET BY 1985

FUEL CONSUMPTION STANDARDS (DEC 27, 1979 MITI, MOT)

VEHICLE WEIGHT CATEGORY      STANDARD OF ENERGY CONSUMPTION EFFICIENCY

- 577.5 KG	19.8 (KM/L)	46.5 MPG
577.5 - 827.5 KG	16.0	37.6
827.5 -1265.5 KG	12.5	29.4
1265.5 -2015.5 KG	8.5	20.0

- NOTE: 1. APPLICABLE TO PASSENGER CARS WITH GASOLINE ENGINES AND CAPACITY OF UP TO 10 PASSENGERS
2. STANDARD ENERGY CONSUMPTION IS BASED ON HARMONIC AVERAGE OF CUMULATIVE VALUE OF TOTAL SHIPMENTS
3. FOR DOMESTIC USE OF PASSENGER CARS OF 577.5-1265.5 KG, 13.0 KM/L (30.5 MPG) IS APPLIED
4. THIS STANDARD IS APPLIED TO JAPANESE CARS FROM 1985 AND TO FOREIGN CARS FROM 1988

JAPANESE CAR DEALERS ARE STRONGLY AFFILIATED WITH MANUFACTURERS

O MANUFACTURERS HOLD BUSINESS STAKES IN DEALERS

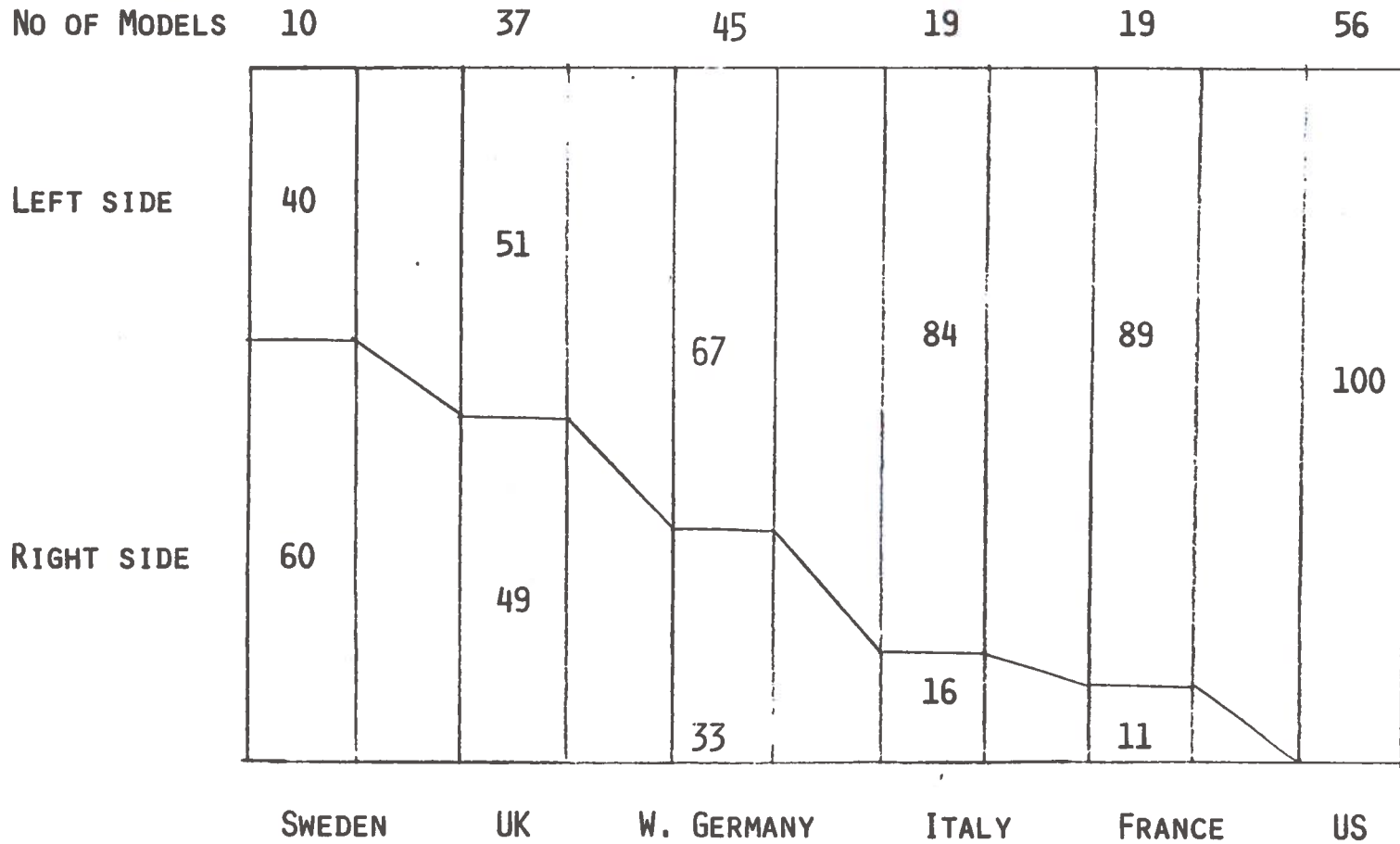
- EQUITY PARTICIPATION: 47%
- MANAGEMENT PARTICIPATION: 45%
- FINANCING: 42%

O CONTRACTS OF DEALERSHIP ENSURES THE CONTROL OF MANUFACTURERS OVER DEALERS

- ENFORCING SALES TARGET
- BLANK BILL (BILL PAYABLE WHERE AMOUNT IS NOT FILLED IN BY PAYER)
- REBATE SYSTEM
- MONOPOLY
- TERRITORY

US MANUFACTURERS ARE LESS RESPONSIVE THAN EUROPEAN ONES

LOCATION OF STEERING WHEEL/COUNTRY  
%



JAPANESE TRAFFIC FLOWS ON LEFT LANE. STEERING WHEEL SHOULD BE RIGHT SIDED

MIPRO ESTABLISHED (USING SUBSIDY AND DONATIONS) TO PROMOTE MANUFACTURED GOODS IMPORTS.

FUNDS	DONATION	1.5 BILLION YEN
	<u>SUBSIDY</u>	<u>1.5 BILLION YEN</u>
	TOTAL	3.0 BILLION YEN BY APRIL 30, 1981

- ACTIVITIES:
- O EXHIBITIONS FOR FOREIGN GOODS
  - O INFORMATION SERVICES ON IMPORTED GOODS
  - O INTRODUCTION OF FOREIGN CULTURES
  - O SALES OF FOREIGN MANUFACTURED GOODS

- FUNCTIONS:
- PROMOTION OF FOREIGN MANUFACTURED GOODS TO ACHIEVE:
- O DEVELOPMENT OF INTERNATIONAL ECONOMY
  - O SOLUTION TO TRADE FRICTION
  - O ECONOMIC ASSISTANCE FOR DEVELOPING COUNTRIES
  - O CONSUMER PROTECTOR IN DOMESTIC MARKET

ALTHOUGH THE GROWTH OF NUMBER OF IMPORTED CARS LOOKS SIGNIFICANT (14.4% AAGR LAST 10 YEARS), POTENTIAL MARKET FOR FOREIGN MADE CARS WILL NOT BE SUBSTANTIAL DESPITE IMPORT ENCOURAGEMENT POLICIES AND IMPORTER'S EFFORTS.

- O REPLACEMENT IS THE MAIN CAUSE OF PURCHASE, WHICH ENHANCES BRAND LOYALTY (77%)
- O DEALER NETWORK FOR FOREIGN CARS IS WEAK, AND THE MARKET IS VERY COMPETITIVE
- O DOMESTIC PRODUCTION OF FOREIGN MAKES WILL DECREASE THE SHARE OF IMPORTED CAR MARKET (VOLKSWAGEN, GM/ISUZU)
- O IN PRACTICAL TERMS, TARIFF AND NON-TARIFF BARRIERS DO NOT EXIST
  - TYPE APPROVAL PROCEDURES HAVE BEEN IMPROVED
  - THERE ARE SPECIAL COMMODITY TAX PROVISIONS
  - IMPORTS ENCOURAGE THOROUGH MANUFACTURED IMPORTS PPROMOTION ORGANIZATION

- O PRODUCTIVITY OF SALESMEN HAS BEEN INCREASING
- O PROFITABILITY STAYS LOW THOUGH SALES PRODUCTIVITY INCREASES
- O COMPETITION WILL BECOME EVEN MORE FIERCE

TREND IN LABOR PRODUCTIVITY  
(SAMPLE N=717 COMPANIES)

ITEMS	PERIOD	1975/1ST	1976/1ST	1977/1ST	1978/1ST	1979/1ST
		HALF	HALF	HALF	HALF	HALF
MONTHLY SALES (YEN,000) PER EMPLOYEE		1,635	1,727	1,812	2,032	2,226
MONTHLY OPERATING INCOME (YEN,000) PER EMPLOYEE		228	241	252	275	290
MONTHLY NEW CAR SALES (UNIT) PER EMPLOYEE		1.03	1.01	0.97	1.13	1.18
MONTHLY NEW CAR SALES (UNIT) PER SALESMAN		4.88	4.59	4.35	4.95	4.99
MONTHLY NET INCOME (YEN,000) PER EMPLOYEE		12	9	5	16	11
PROFITABILITY (ROS) ( %)		0.7	0.5	0.3	0.8	0.5

SOURCE: CONFEDERATION OF JAPAN AUTOMOBILE SALES ASSOCIATIONS



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PROMOTION POLICY

THERE IS NO SPECIFIC PROMOTION POLICY FOR THE AUTOMOBILE INDUSTRY

GUARDIAN OF INDUSTRY'S  
PROPRIETARY INFORMATION

GENERALLY SPEAKING PROPRIETARY INFORMATION OF PRIVATE INDUSTRIES SUBMITTED TO THE GOVERNMENT IS PROTECTED UNDER THE PRINCIPLE OF SECRECY PROTECTION DUTY OF PUBLIC SERVICE PERSONNEL

- O FREEDOM OF INFORMATION ACT HAS NOT BEEN ESTABLISHED
- O INDUSTRY INFORMATION IS PROTECTED BY RULES OF EMPLOYMENT
- O GOVERNMENT INFORMATION IS PROTECTED BY NATIONAL AND LOCAL PUBLIC SERVICE LAWS
- O IN 1980, GOVERNMENT DECIDED TO GRADUALLY RELEASE SOME INFORMATION NOT PREVIOUSLY AVAILABLE

PATENT SYSTEM HAS FOUR CATEGORIES AND WAS ESTABLISHED IN LATE 19TH AND EARLY 20TH CENTURY. IT IS WELL ESTABLISHED AND PROPERLY EMPLOYED.

### PATENT SYSTEM

CONTENTS		EFFECTIVE PERIOD (YEARS)	ESTABLISHMENT
PATENT	1. INVENTION FOR INDUSTRIAL UTILIZATION 2. NEW AND ADVANCED INVENTION	15	1885
UTILITY	1. IDEA FOR INDUSTRIAL UTILIZATION 2. NEW AND ADVANCED IDEA		
MODEL	3. IDEA RELATED TO THE FORM, STRUCTURE, OR COMBINATION OF THE ITEM	10	1905
DESIGN	1. NEW DESIGN FOR INDUSTRIAL UTILIZATION 2. FORM, PATTERN, COLOR, OR COMBINATION OF THE ITEM		
	3. DESIGN WHICH INDUCES FEELING OF BEAUTY 4. NEW AND ADVANCE DESIGN	15	1889
BRAND	1. LETTER, PATTERN, SIGN (COLOR) 2. BRAND FOR MERCHANDISE 3. BRAND WHICH HAS IDENTITY ASSOCIATED WITH THE MERCHANDISE		
	4. DISTINGUISHABLE FROM OTHER REGISTERED BRANDS	10	1884

## MANAGEMENT OF CYCLICAL CHANGE

GOVERNMENT HAS NO SPECIFIC MEASURES TO DEAL WITH CYCLICAL CHANGE IN THE AUTO SECTOR SINCE IT HAS NOT EXPERIENCED ANY

- O AUTO INDUSTRY HAS BEEN GROWING CONTINUOUSLY EXCEPT IN 1974
- O GOVERNMENT USES MONETARY POLICIES TO CONTROL PRICE, ECONOMIC GROWTH, BALANCE OF PAYMENTS, AND EMPLOYMENT FOR ENTIRE JAPANESE ECONOMY
- O MONETARY POLICIES CONSIST OF FOUR MEASURES
  - BANK RATE POLICY
  - "WINDOW" GUIDANCE
  - OPEN MARKET OPERATION
  - RESERVE DEPOSIT REQUIREMENT

NUMBER OF APPLICATIONS IS THE LARGEST IN THE WORLD AND THE GROWTH IS SUBSTANTIAL ( 5%/YEAR)

		NUMBER (INDEX)									
<u>YEAR</u>		<u>1967</u>	<u>1968</u>	<u>1969</u>	<u>1970</u>	<u>1971</u>	<u>1972</u>	<u>1973</u>	<u>1974</u>	<u>1975</u>	<u>1976</u>
PATENT	W. GERMANY	121,053	117,631	115,324	114,837	114,455	115,106	112,104	107,324	102,147	102,814
		(100)	(97)	(95)	(95)	(95)	(95)	(93)	(89)	(84)	(85)
UTILITY	FRANCE	49,341	53,656	45,393	47,283	47,971	47,230	47,234	43,633	40,437	39,890
		(100)	(109)	(92)	(96)	(97)	(96)	(96)	(88)	(82)	(81)
MODEL	USA	88,164	93,471	101,415	103,175	104,729	99,298	104,079	102,538	101,014	102,344
		(100)	(106)	(115)	(117)	(119)	(113)	(118)	(116)	(115)	(116)
	UK	59,290	61,995	63,614	62,101	61,078	60,281	60,312	60,250	53,400	54,561
		(100)	(105)	(107)	(105)	(103)	(102)	(102)	(101)	(90)	(92)
	ITALY	34,396	31,756	37,455	36,428	35,368	35,953	-	-	-	-
		(100)	(92)	(109)	(106)	(103)	(105)	(-)	(-)	(-)	(-)
	JAPAN	196,424	211,495	229,756	272,897	228,628	279,010	292,728	306,910	340,481	339,858
		(100)	(108)	(117)	(139)	(116)	(142)	(149)	(156)	(173)	(173)

## RISK INSUROR

FOR MAJOR PRIVATE COMPANIES THERE IS NO RISK INSURING SYSTEM. IF A MAJOR FIRM WERE TO FAIL, HOWEVER, POLITICAL MEASURES WOULD BE TAKEN TO ENSURE CONTINUATION OF EMPLOYMENT

- CREDIT INSURING SYSTEM EXISTS ONLY FOR SMALLER BUSINESSES
- GOVERNMENT HAS NOT DIRECTLY INSURED AGAINST THE FAILURE OF MAJOR COMPANIES EXCEPT FOR YAMAICHI SECURITY CO CASE IN 1965--BECAUSE OF FEAR OF COLLASPE OF FINANCIAL SYSTEM
- ALL POLITICAL PARTIES AND THEIR INSTITUTIONS ARE IN FAVOR OF GOVERNMENT INTERVENTION ON BEHALF OF AUTOMOBILE COMPANIES IF THEY DETERIORATE, RESULTING IN MASS UEMPLOYMENT
- COMMERCIAL BANKS HAVE TAKEN STRONG ACTION TO AVOID FAILURE OF MAJOR COMPANIES

TOYO KOGYO-SUMITOMO BANK  
ATAKA-SUMITOMO BANK  
SANYO TOKUSHUKO-  
KOJIN-