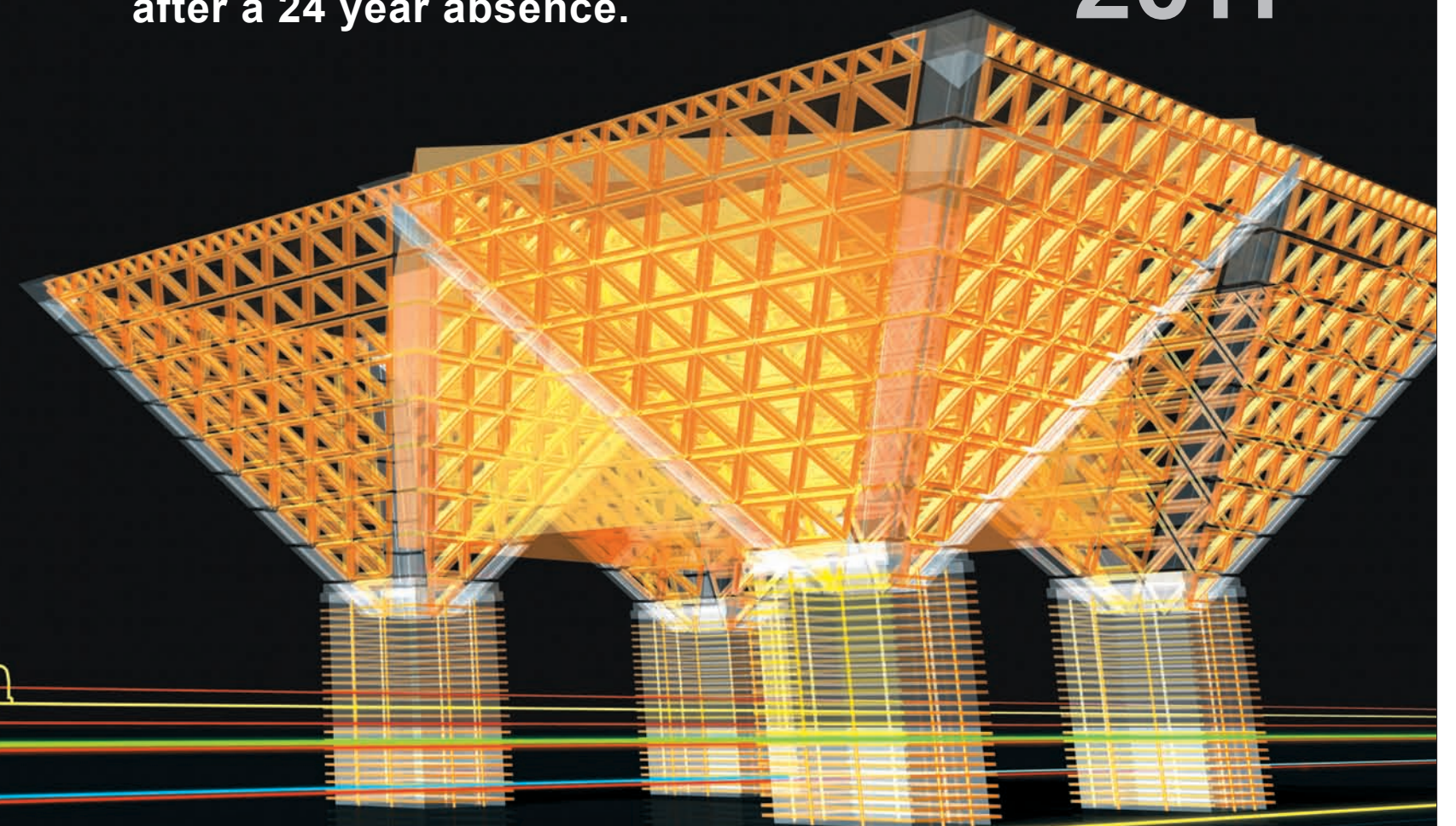


The 42nd


TOKYO MOTOR SHOW

Makes a spectacular return to Tokyo
after a 24 year absence.

2011



JAPAN AUTOMOBILE MANUFACTURERS ASSOCIATION, INC.
Jidosha Kaikan, 1-1-30, Shiba Daimon,
Minato-ku, Tokyo 105-0012 Japan Tel.: +81-3-5405-6127

 The Tokyo Motor Show is an international motor show approved by
the Organisation Internationale des Constructeurs d'Automobiles (OICA).

<http://www.tokyo-motorshow.com/>

The Tokyo Motor Show

A new stage for communication.



Toshiyuki Shiga
Chairman
Japan Automobile
Manufacturers
Association, Inc.

The 1st Tokyo Motor Show was held in Hibiya Park, Tokyo, in April 1954. For the nearly 30 years, between 1959 and 1987, it was held at the Tokyo International Trade Fairgrounds in Harumi, Tokyo. The show moved to Makuhari Messe in 1989, the same year that the new convention center opened, and over the course of the next 20 years until the 41st Tokyo Motor Show in 2009, it earned a solid reputation as an international motor show. Indeed, it can be said that the Tokyo Motor Show's history is inseparably linked to the evolution of Japan's motorization.

Since the latter half of 2008, the environment surrounding the automobile industry has been seeing significant changes, among them a worsening global economic environment and rapidly expanding markets in China, India, and other newly emerging countries.

To respond to these changes, the Tokyo Motor Show is moving its venue from Makuhari Messe in Chiba Prefecture to Tokyo Big Sight in Tokyo, beginning with the 42nd show in 2011. This move represents a new start for the Tokyo Motor Show in both name and substance.

Continuation of the Tokyo Motor Show is essential for Japan's automobile industry. Its pivotal role is to showcase at home as well as abroad the present and the future of the vehicles and related technologies that the society will demand. Consequently, we intend to make it an international motor show that will satisfy the demands of all, including visitors, members of the press, and exhibitors.

The 42nd Tokyo Motor Show will take place over the course of 10 days from Friday, December 2, to Sunday, December 11, 2011 (doors will open to the general public on Saturday, December 3), at Tokyo Big Sight, a facility that boasts Japan's largest exhibition floor space.

We have shortened the show's schedule by three days, from the 13 days of the previous show to 10 days. By doing so, we are confident that we can provide the best cost-benefit balance, particularly to exhibitors. This schedule also sets aside a sufficient period of time between the Tokyo Motor Show and the Frankfurt Motor Show of the same year. We anticipate that this will make it easier for exhibitors — and particularly those from other countries — to participate in the Tokyo Motor Show.

We will continue striving to make the Tokyo Motor Show a demonstration of the Japanese automobile industry's presence — in other words, its cutting-edge and next-generation technological strengths in the environment, safety, communications, and other fields — to a broad range of interests in Japan and abroad. We will also seek to make it a show of a high caliber in terms of disseminating information, thereby distinguishing it from the world's major motor shows. In these endeavors, we request your cooperation and support.

TOKYO



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The "Reborn" 42nd Tokyo Motor Show 2011

The Tokyo Motor Show will make a new start by moving to Tokyo Big Sight in 2011. The show will be a comprehensive one featuring passenger vehicles, commercial vehicles, and motorcycles as well as parts, machinery, devices, and related products. As an international motor show attended by major brands both in Japan and abroad, the Tokyo Motor Show will demonstrate the automobile industry's cutting-edge and next-generation technologies for safety, the environment, and other fields. It will also give many people the opportunity to rediscover the appeal, joy, and fun of cars and motorcycles by allowing them to actually see, touch, and ride the latest models. In addition, a variety of proposals for new approaches are being considered. They will include the Carrozzeria as a new exhibit section, and the proposals for the future of motorized society and new vehicle-based lifestyles and cultures, with focus on urban systems toward a low-carbon society as well as environmental and energy-related fields and advanced ICT (information and communication technology), in which Japan leads the world.



Show Outline

1. Name The 42nd Tokyo Motor Show 2011
2. Organizer Japan Automobile Manufacturers Association, Inc. (JAMA)
3. Co-organizers Japan Auto Parts Industries Association (JAPIA)
Japan Auto-Body Industries Association, Inc. (JABIA)
Japan Automotive Machinery & Tool Manufacturers Association (JAMTA)
Japan Automobile Importers Association (JAIA)
4. Patron His Imperial Highness Prince Tomohito of Mikasa
5. Chairman Toshiyuki Shiga (JAMA Chairman)
6. Dates Friday, December 2 to Sunday, December 11, 2011 (10 days)
(1) Press days: Wednesday, November 30 to Thursday, December 1
(2) Special guest day Friday, December 2
(3) General public days . . . Saturday, December 3 to Sunday, December 11
7. Venue Tokyo Big Sight
8. Sponsors (scheduled) Ministry of Foreign Affairs; Ministry of Economy, Trade and Industry; Ministry of Land, Infrastructure, Transport and Tourism; Ministry of the Environment;
Tokyo Metropolitan Government; Chiba Prefectural Government
Organisation Internationale des Constructeurs d'Automobiles (OICA);
Japan External Trade Organization (JETRO)

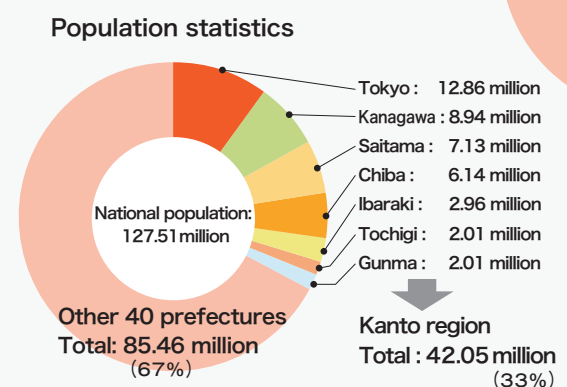
Schedule

Year	Dates	Details
2010	Sept. 6 (Mon.)	Start of acceptance of exhibit applications
	Early to mid-Sept.	Explanatory meetings on exhibit solicitation
	Nov. 12 (Fri.)	Deadline for receipt of exhibit applications
2011	Early March	Determination of booth layout
	Around Mar.-Apr.	Announcement of show outline
	Early Nov.	Press conference of show outline

The host city: Tokyo

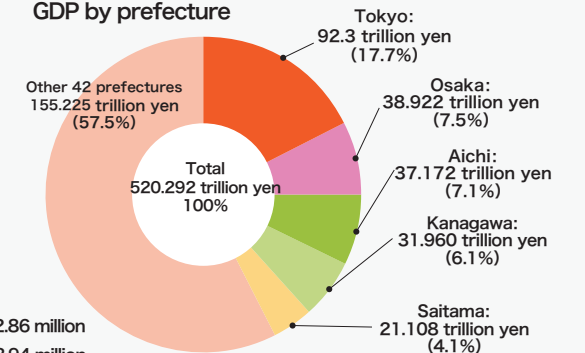
Japan's major commercial region and economic capital

Tokyo has a population of approximately 13 million people. The Kanto region, which is comprised of Tokyo and its surrounding areas (6 prefectures: Ibaraki, Tochigi, Gunma, Saitama, Chiba, and Kanagawa), has a population of more than 42 million people. The Kanto region is thus a massive commercial area where one-third of Japan's total population is concentrated. Moreover, on a prefectural basis, Tokyo accounts for roughly 20% of Japan's GDP, driving the national economy as Japan's economic capital.



Source: Statistics Bureau, Ministry of Internal Affairs and Communications: "Population Statistics for 2009"

GDP by prefecture



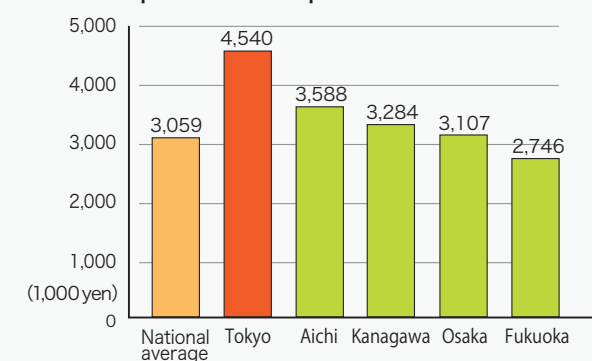
Source: Cabinet Office, "Prefectural Economic Accounts 2007"

Access to affluent segments of society

As the center of Japan's economy and industry, Tokyo is home to many "affluent people" who are attuned to trends and information. This makes Tokyo a hotbed for various business opportunities.

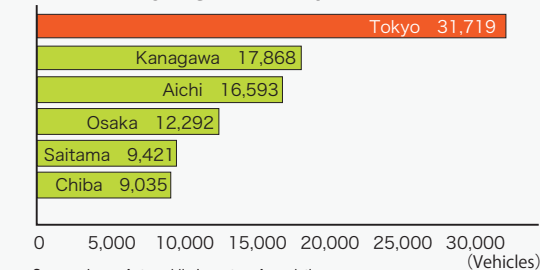
- Average per-capita income : No.1 in the nation
- No. of imported vehicles sold: No.1 in the nation

Per capita income of prefectural residents



Source: Cabinet Office, "Prefectural Economic Accounts 2007"

No. of newly registered imported vehicles



Source: Japan Automobile Importers Association, "Number of Newly Registered Imported Vehicles by Prefecture for FY2009"



Access

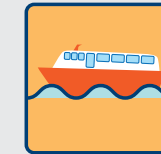
The Tokyo Waterfront Area benefits from an extensive public transportation network and is easily accessible from central Tokyo.



- New Transit "Yurikamome"
- Tokyo Waterfront Area Rapid Transit "Rinkai Line"



- Local buses that connect to major terminals in Tokyo
- "Limousine Buses" that connect to Haneda and Narita Airports



- Tokyo Cruise "water bus"

Tokyo Big Sight

Since opening in April 1996 as the Tokyo Waterfront Area's central facility, Tokyo Big Sight has hosted a broad range of exhibitions, shows, conferences, and other events as Japan's leading convention center. It serves as a base for exchange and communication that is open to the world.

Facility outline

Location: 3-11-1 Ariake, Koto-ku, Tokyo

Site area: 243,419.46 m²

Building area: 141,700.04 m²

Floor area: 230,873.07 m²

Total exhibit area: 80,660 m²

West Exhibition Hall: 29,280 m²

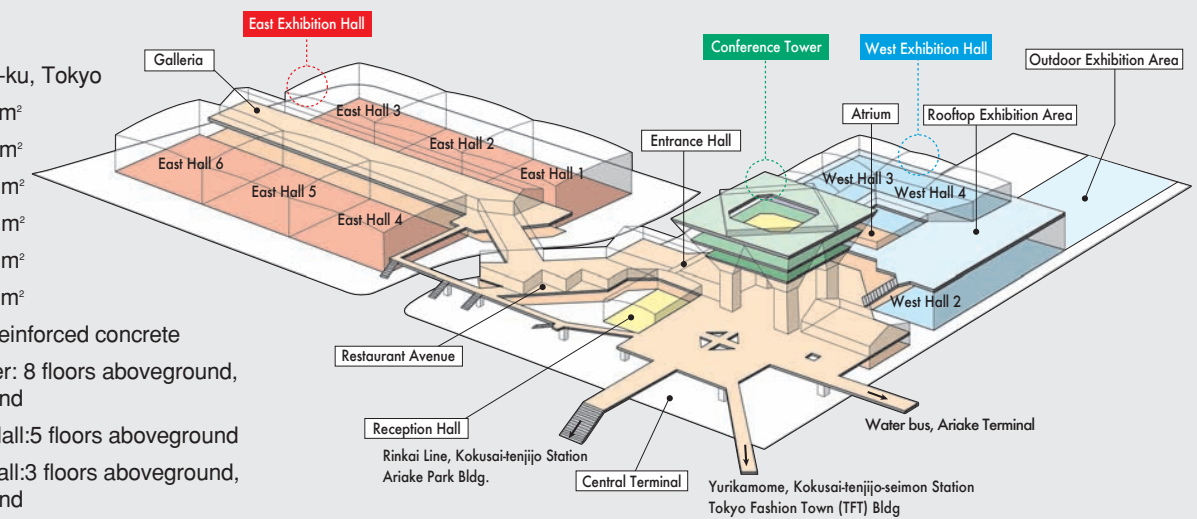
East Exhibition Hall: 51,380 m²

Structure: Steel frame and reinforced concrete

Height: Conference Tower: 8 floors aboveground, 1 floor underground

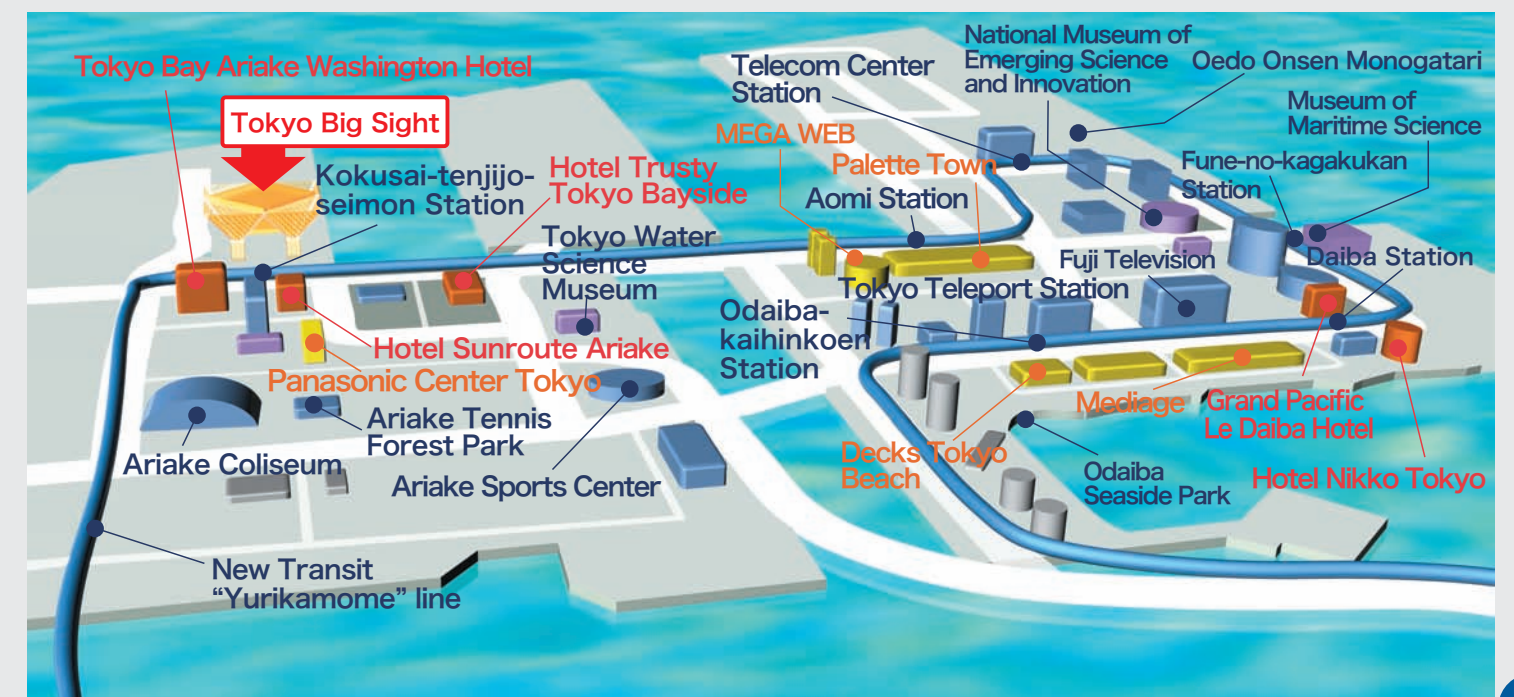
West Exhibition Hall: 5 floors aboveground

East Exhibition Hall: 3 floors aboveground, 1 floor underground



Nearby facilities

The area around Tokyo Big Sight has numerous attractions that entertain people of all ages. Among them are major commercial centers built with amusement facilities; six museums of various sizes focusing on such themes as science, visual images, water, and ships; a corporate public relations facility; and an automobile theme park. All of these facilities create the perfect environment for fulfilling "after-convention" experience. Moreover, the Tokyo Waterfront Area is an extremely convenient place; there are five hotels near the convention center, and the district has easy access to some 2,000 hotels and lodges in Tokyo.



■ Hotel ■ Commercial or amusement facility ■ Museum

Introduction to the New Venue

The attractiveness of the Tokyo Waterfront Area

The Tokyo Waterfront Area is located in Tokyo, Japan's capital city. A beautiful open space that looks out on Tokyo Port and Haneda Airport, the Tokyo Waterfront Area boasts the latest infrastructure and is the hub of a regional network that links the entire Tokyo metropolitan area. These features make it an urban center from which businesses that support Tokyo and Japan continually expand to the world.



Japan's Automobile Industry

The world's 3rd largest automobile market

Japan is the world's third largest automobile market, following China and the United States. The number of new passenger vehicles registered in Japan in 2009 was approximately 4.61 million. The number of owned vehicles in Japan is approximately 75.53 million (2008).

Number of new vehicle registrations in 2009 (Unit: 10,000 vehicles)

	No. of new vehicle registrations			No. of owned vehicles (2008)
	Passenger vehicles	Trucks, buses	Total	
China	1,033	331	1,364	5,100
United States	546	515	1,061	25,024
Japan	392	69	461	7,553
Germany	381	28	409	4,400
Brazil	247	67	314	2,748
France	227	42	269	3,721
Italy	216	18	234	4,089
India	182	45	227	1,851

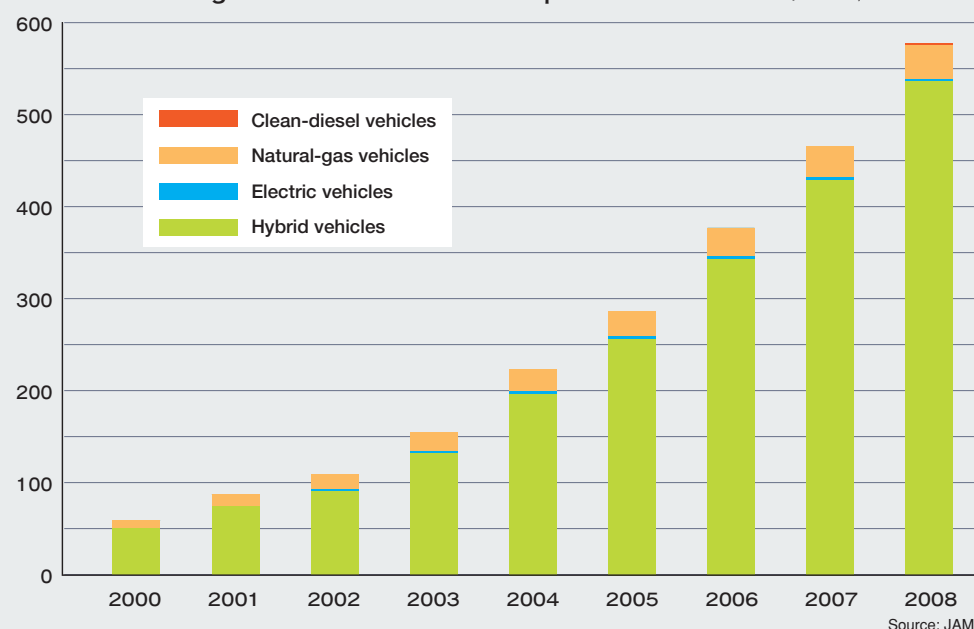
Sources: World Motor Vehicle Statistics, Motor Vehicle Statistics Monthly

A growing number of next-generation vehicles in the Japanese market

Next-generation vehicles* are in the spotlight for their ability to reduce CO2 emissions and cleaner exhaust. The number of next generation vehicles — primarily hybrids — is growing steadily in the Japanese market and reached approximately 600,000 in FY2008. The acceptance of advanced vehicles that appeal to consumers in terms of both economic efficiency (low fuel cost) and eco-friendliness suggests the possibility that this market will gain increasing momentum in the future.

*Next-generation vehicle: A vehicle that uses hybrid technology, plug-in hybrid technology, electricity, fuel-cells, natural gas, clean diesel, biofuel, hydrogen, etc.

Number of next-generation vehicles in the Japanese market (Unit: 1,000 vehicles)

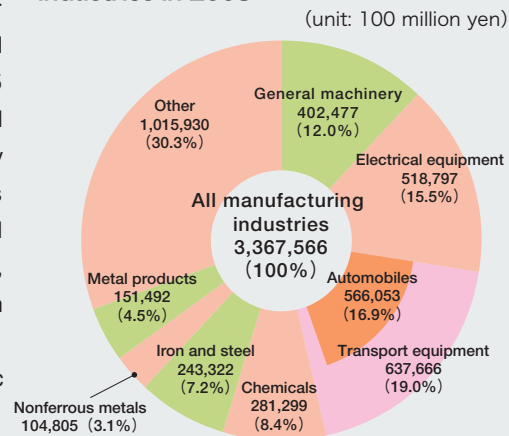


Source: JAMA

Automobile manufacturing as a key industry

The number of people employed, either directly or indirectly, in automobile-related industries in Japan is approximately 5.15 million (JAMA estimate). Moreover, the total value of shipments of manufactured goods by the automobile manufacturing industry is approximately 57 trillion yen, or 17% of all manufactured goods in Japan. Furthermore, Japanese companies' overseas production activities that are the result of global expansion are having broad economic impacts in various countries, including industrial development, creation of employment, and transfer of industrial technologies.

Total shipment values of manufactured goods for major manufacturing industries in 2008 (unit: 100 million yen)



Breakdown of automotive shipment values

- Automobiles (including motorcycles) 235,304
- Auto bodies and trailers 6,012
- Automotive parts and accessories 324,737

Source: The Motor Industry of Japan

History of the Tokyo Motor Show

Hibiya Park (1954-1957)

The 1st to 4th Tokyo Motor Shows
Korakuen Bicycle Racing Track (1958):
The 5th Tokyo Motor Show

The first Tokyo Motor Show was held in Hibiya Park, central Tokyo, based on the idea that hosting a full-scale motor show meeting international standards was essential for the revival of Japan's automobile industry. During the 10 days of the show, 547,000 people visited, an indication of the great aspirations and hopes that the general public had for automobiles at that time.



Harumi (1959-1987)

The 6th to 27th Tokyo Motor Shows

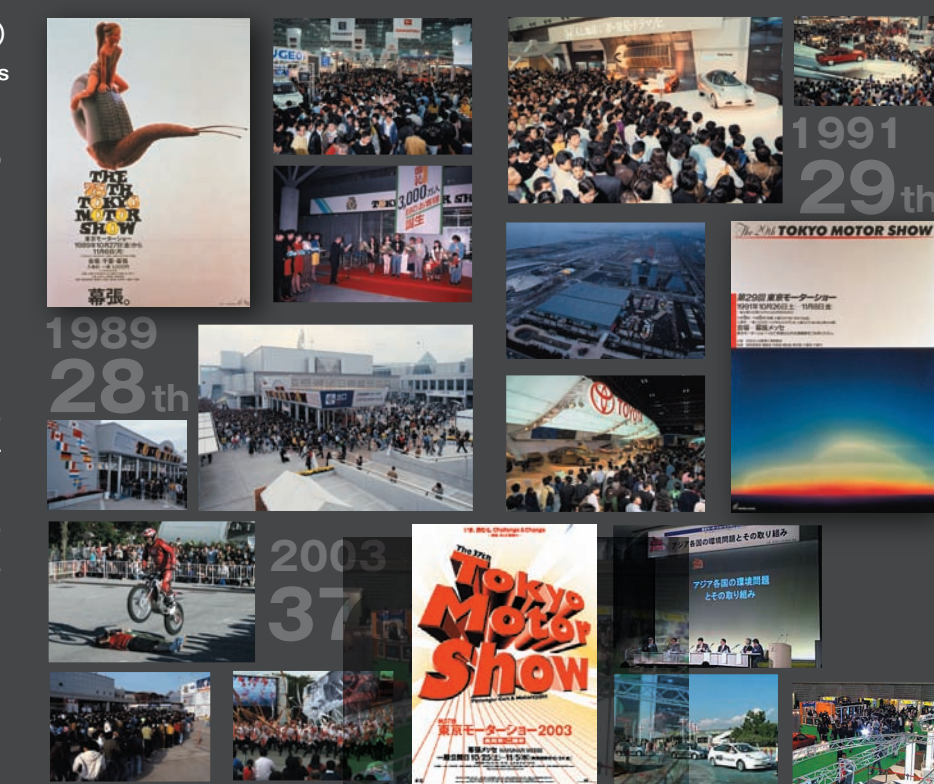
The Tokyo Motor Show became an indoor event with the completion of the Tokyo International Trade Center in Harumi in 1959. The almost 30 years that the show was held in Harumi were a period of rapid growth for Japan's automobile industry. In 1970, the show saw the first full-fledged participation by foreign car manufacturers, with 33 companies from 7 countries exhibiting. The 27th Tokyo Motor Show was the last to be held in Harumi, as the facilities were showing obvious wear and were no longer large enough to house the event.



Makuhari (1989-2009)

The 28th to 41st Tokyo Motor Shows

In 1989, Makuhari Messe opened as Japan's largest convention center, and the 28th Tokyo Motor Show was its opening event. The 29th show in 1991 proved to be record-breaking, with visitors exceeding 2.01 million for the first time ever. It also set a new record in terms of exhibitors, with 352 companies, 2 governments, and 1 organization participating. Seeking to deliver even more added-value to visitors and exhibitors alike, the Tokyo Motor Show has implemented numerous visitor participation and hands-on special events to enhance their entertainment quality since its 37th edition in 2003.



The 40th TOKYO MOTOR SHOW 2007

The 40th show was an impressive gathering of passenger cars, commercial vehicles, motorcycles, vehicle bodies, parts, machinery and tools

No. of exhibitors	241 companies, 4 governments, 1 organization
No. of visitors	1,425,800
No. of press representatives	14,300
World premieres	77 vehicles
Japan premieres	103 vehicles

The 41st TOKYO MOTOR SHOW 2009

The 41st show demonstrated that, amid a worsening economic environment, Japanese automobile manufacturers were among the global leaders in eco-friendly vehicles and environmental technologies.

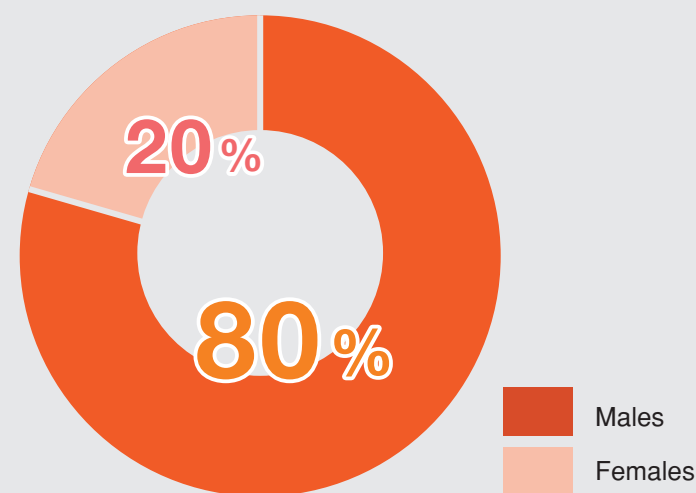
No. of exhibitors	109 companies, 2 governments, 2 organizations
No. of visitors	614,400
No. of press representatives	9,100
World premieres	41 vehicles
Japan premieres	21 vehicles



Visitors Profile (The 41st show, 2009)

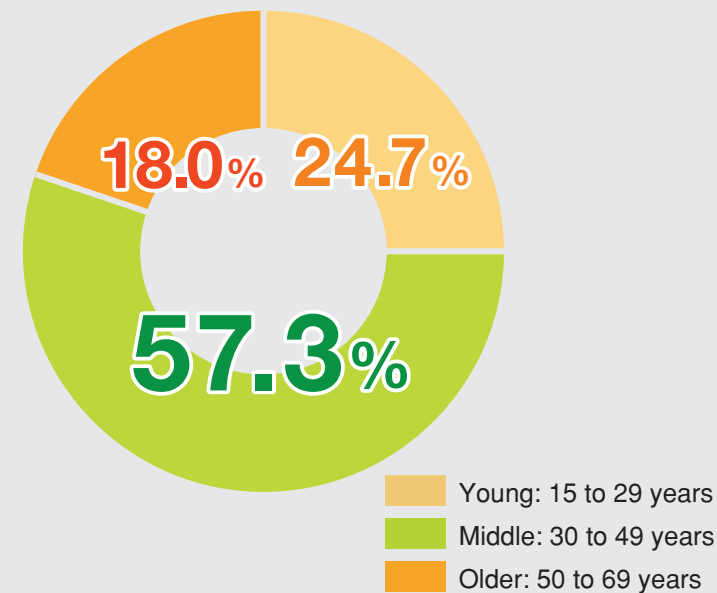
Sex

The male-to-female ratio was 8:2.



Age

The middle age group had the highest percentage at 60%, followed by the younger age group and older age group.



Occupation

Working people accounted for 80% of visitors.

Occupation	41st show (%)
Employee in technical field	27.6
Employee in administrative field	12.4
Employee in sales/business field	8.8
Employee in service field	6.1
Employee in physical labor field	5.9
Public servant or organization member	6.9
Person involved in commerce or industry; self-employed	6.4
Company executive	4.8
Student (high school, university, technical, etc.)	7.8
Part-timer	5.7
Fulltime homemaker	5.2
Other	2.5

Main purpose of visit

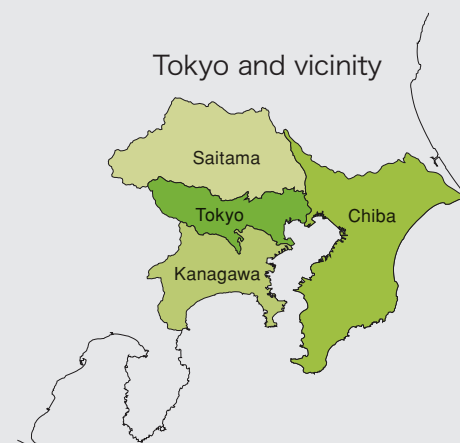
"To see a particular vehicle" had an extremely high share of 70%.

Purpose	Percentage (%)
To see a particular vehicle	68.8
To learn about latest technologies	46.0
To enjoy seeing the show	37.1
To get knowledge or information for work or study	25.0
To learn about parts, machinery and tools	19.0
To see the special events	11.2
Other	4.9

Place of residence

Seventy percent of visitors lived in Tokyo or its surroundings.

Place of residence	41st show (%)
Tokyo	21.0
Chiba Prefecture	20.9
Kanagawa Prefecture	15.6
Saitama Prefecture	13.3
Total of Tokyo and vicinity	70.8
Total of non-Tokyo and vicinity	29.2



The Tokyo Motor Show also attracts many visitors from abroad.

Visitors to the 41st show (2009) came from some 50 countries and regions.

	41st show	
Overseas visitor rate	3.5	
No. of countries represented	46	
Visitor rate by area	Asia	57.5
	Europe	13.4
	North and Central America and the Caribbean	10.2
	South America	7.1
	Oceania	6.2
	North Eurasia	4.3
	Africa	1.2

Top 15 countries/regions

China	11.8
South Korea	9.9
India	6.8
United States	6.8
Indonesia	6.2
Thailand	5.6
Brazil	5.0
Australia	4.7
Philippines	4.0
Russia	4.0
France	3.4
Taiwan	3.1
United Kingdom	2.5
Malaysia	2.2
Canada	1.9

Degree of achievement of main purpose of visit

Eighty percent of visitors achieved their purposes.

People in the younger age group gave the show particularly high marks.

	Positive response rate	Fully achieved	More or less achieved	Can't say	Not really achieved	Not at all achieved
Total	78.0	16.7	61.3	11.8	9.1	1.1
Young (15-29 years old)	86.9	28.6	58.3	10.0	2.7	0.4
Middle (30 to 49 years old)	76.7	14.3	62.4	11.3	10.6	1.3
Older (50 to 69 years old)	69.8	7.9	61.9	15.9	12.7	1.6

Desire to visit the next show

1) Desire to visit if the next show's scale and exhibit content are the same as the 41st show of 2009

Approximately 70% gave a positive response.

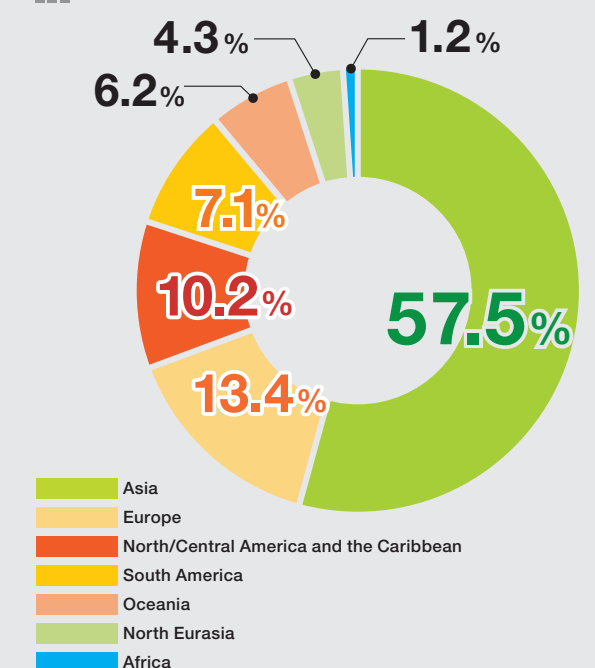
	Positive response rate	Definitely want to visit	Want to visit	Not sure	Don't really want to visit	Don't want to visit at all
Total	66.9	23.4	43.5	19.3	10.6	3.3
Young (15-29 years old)	72.2	26.3	45.9	17.8	8.9	1.2
Middle (30 to 49 years old)	66.2	23.8	42.4	18.8	11.5	3.5
Older (50 to 69 years old)	61.4	18.0	43.4	22.8	10.1	5.8

2) Desire to visit if the next show is a comprehensive one with large-scale exhibits that include foreign cars, commercial vehicles, etc.

More than 90% of visitors gave a positive response, indicating strong desire to visit the show if foreign cars and commercial vehicles are exhibited.

	Positive response rate	Definitely want to visit	Want to visit	Not sure	Don't really want to visit	Don't want to visit at all
Total	94.6	71.5	23.1	4.6	0.8	0.1
Young (15-29 years old)	96.1	75.3	20.8	3.9	0.0	0.0
Middle (30 to 49 years old)	95.3	72.2	23.1	3.5	1.0	0.2
Older (50 to 69 years old)	89.9	64.0	25.9	9.0	1.1	0.0

Overseas visitor rate



Presentation of Special Events

Visitor participation and hands-on special events (past events)

A variety of special events have been implemented to allow visitors to experience the “dreams, fun and splendor of automobiles and motorcycles.”

Test drives

Clean energy vehicles test ride; Passenger car test-drive / Motorcycle test ride

Visitors enjoyed test-driving next-generation vehicles and the latest models themselves.



4x4 adventure test ride; Safety experience test drives

Visitors experienced the drivability and the active safety features of vehicles in test-ride and test-drive programs.



Commercial vehicles test ride

Visitors enjoyed riding in commercial vehicles, experiencing a wide variety of functions and characteristics.



Tour of the Tokyo Motor Show guided by automotive journalists

Visitors joined guided tours of the Tokyo Motor Show conducted from a journalist's viewpoint.



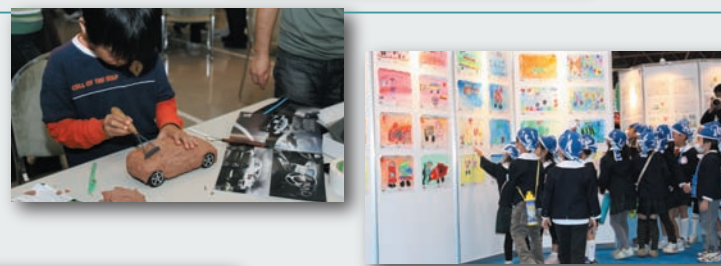
Tokyo Motor Show Symposium

Symposiums on car-related topics of high social concern — including safety, the environment, taxation, welfare vehicles, etc. — were presented.



Children's programs

Various programs gave kids chances to see and touch cars and motorcycles. Among them were “experience” classrooms featuring clean-energy vehicles and car modelers, a motorcycle sports school, and a painting exhibit.



Outdoor events

Various other programs were also developed to help visitors experience the “dreams, fun and splendor of automobiles and motorcycles” outside.



A Press Center providing a full range of services

The Tokyo Motor Show's Press Center boasts world-class functions. It is rated highly by members of the press from around the world.

(The 41st show, 2009)

Facilities and equipment		Services	
● Work desks	456	● Press lunch	
● Photographers' desks	7	● Network support service	
● Lounge seats	76	● Camera maintenance service	
● Lockers	1,512	● Video viewing of recorded press briefings	
● PCs	24	● Packing delivery service (sending) to domestic/overseas destinations	
● Printers	6	● Motorcycle courier (fee charged)	
● Photo color printer	1	● Interview room	
● Copy/fax machines	4	● Drink service	
● Telephones	6	● Organization of the press materials, etc., of each company on catalog shelves	
● Hubs (for LAN connection)	Available at all seats		



Supply of information on exhibitors and the show organizer

The Press Center provides fine-tuned information on exhibitors and the show organizer to the press.

(The 41st show, 2009)

Service	Description	How provided
Press information	Comprehensive presentation of the exhibitor list, special events, visitor services, etc.	• Provided through the Tokyo Motor Show official website.
List of exhibits	Detailed list of exhibits by category	• Delivered through USB memory at the show's venue
Digital album service	Supply of high-resolution images of exhibits that were taken at the show	• Provided through the Tokyo Motor Show official website.
Delivery of press briefing videos	Delivery of press briefing videos, mainly featuring the world premieres of passenger cars and motorcycles, etc.	

Evaluation of press services

JAMA conducted a questionnaire survey that targeted domestic and overseas media covering the 41st Tokyo Motor Show 2009. The results indicated that the show gained the highest ranking in terms of press service satisfaction.

(Results based on a survey by the organizer.)

		No. 1	No. 2	No. 3
Press service satisfaction	41st show	Domestic media Tokyo	Frankfurt	Geneva
		Overseas media Tokyo	Frankfurt	Detroit

Media Profile (The 41st show, 2009)

The Tokyo Motor Show was visited by numerous media representatives from 60 countries and regions around the globe. This makes the show a medium through which the latest information is instantly communicated from Tokyo to the world.

Number of press visitors (during the 2 "press days")

Domestic	7,324
Overseas	1,821
Total	9,145

The top 10 countries/regions in terms of the number of press visitors

No. 1	United States	12.0 %
No. 2	Thailand	11.0 %
No. 3	France	7.5 %
No. 4	South Korea	6.8 %
No. 5	Germany	6.5 %
No. 6	United Kingdom	4.8 %
No. 7	Australia	4.1 %
No. 8	Hong Kong	3.9 %
No. 9	Taiwan	3.8 %
No. 10	China	3.2 %

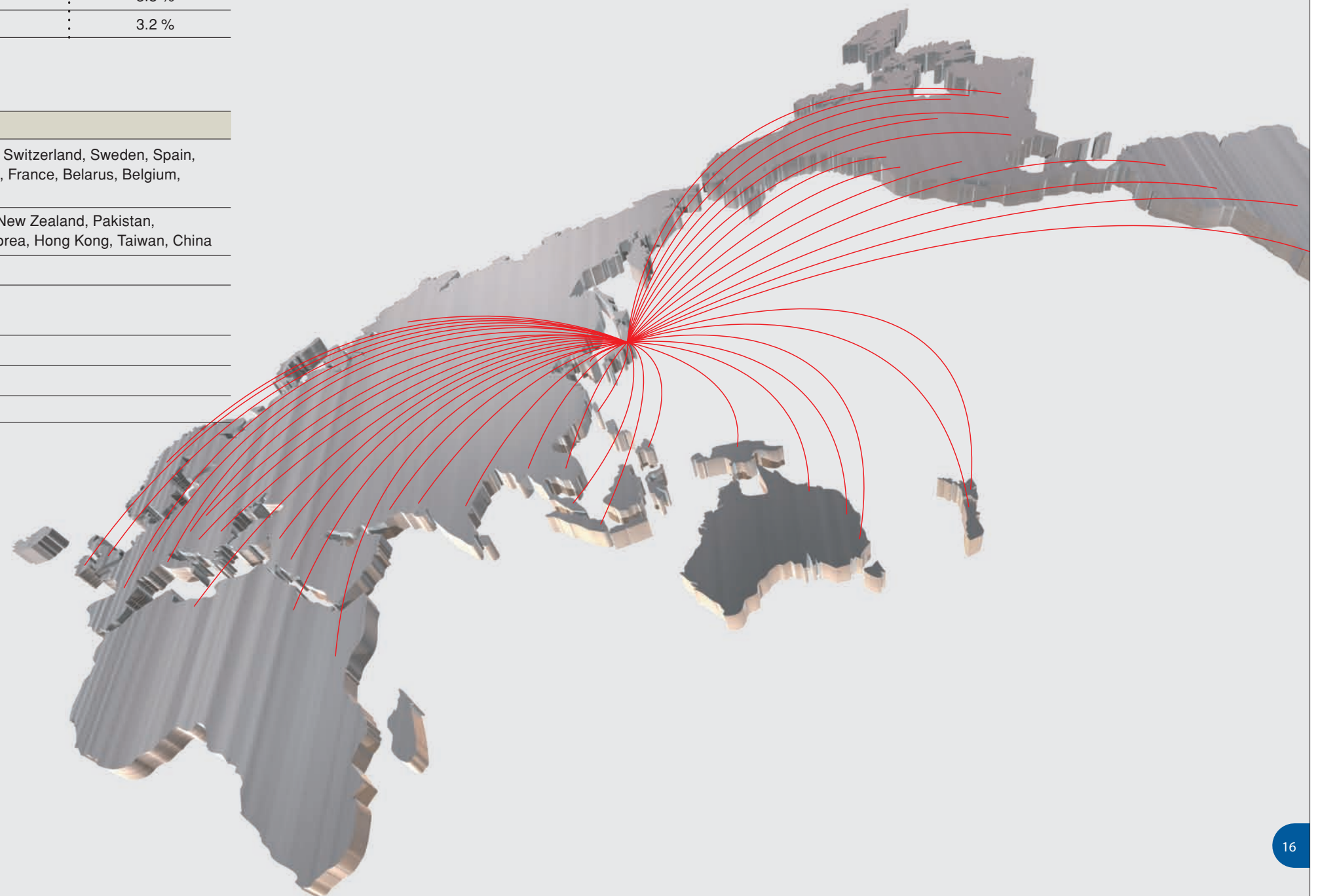
Major overseas media organizations that visit the Tokyo Motor Show

ABC News, Antena3 TV, Auto Bild, Auto Moto, Auto Motor und Sport, Auto News, Auto oggi, Auto Zeitung, Autoblog, Autocar Magazine, Automobil Revue, Automobile Magazine, Automotive News, Automotive Tv, Automotive World, Auto-Reporter.net, AutoWeek, Bangkok Post, Bangkok times, BANGKOK TODAY, BBC, BBC Top Gear, Bloomberg News, Car And Driver, Car-News.TV, CBC News, CHOSUNILBO, CNBC-TV18, CNN International, Daily Telegraph, Detroit News, El Mundo, El Pais, Eurosport, Financial Times, FLEET.TV, FORTUNE, France24, Frankfurter Allgemeine Zeitung, Google, Herald Business, Kronen Zeitung, La Repubblica, LA TRIBUNE, L'AUTOMOBILE MAGAZINE, Le Democrate, Le Figaro, LE MONDE, Le Temps, L'ECHO, Los Angeles Times, M6 TURBO, MBC, Moto journal, Motor trend, MSN Autos, Quattroruote, Reuters TV, Road & Track, Singtao Daily, Sunday Times, The Car Enthusiast, The Korea Daily, The New York Times, THE SUN, The Wall Street Journal, TIME Magazine, What Car?

Breakdown of overseas press by region

The Tokyo Motor Show is covered by media representatives from 60 countries and regions.

Region	No. of countries	Countries
Europe	27	Ireland, United Kingdom, Italy, Ukraine, Austria, Holland, Cyprus, Greece, Switzerland, Sweden, Spain, Slovakia, Czech Republic, Denmark, Germany, Norway, Hungary, Finland, France, Belarus, Belgium, Poland, Portugal, Monaco, Romania, Luxembourg, Russia
Asia	19	India, Indonesia, Australia, North Korea, Singapore, Sri Lanka, Thailand, New Zealand, Pakistan, Bangladesh, Philippines, Brunei, Vietnam, Malaysia, Micronesia, South Korea, Hong Kong, Taiwan, China
Middle East	5	Abu Dhabi, United Arab Emirates, Iran, Dubai, Lebanon
Central and South America	4	Argentina, Brazil, Peru, Mexico
Africa	3	Algeria, Tanzania, Swaziland
North America	2	United States, Canada
Total		60 countries and regions

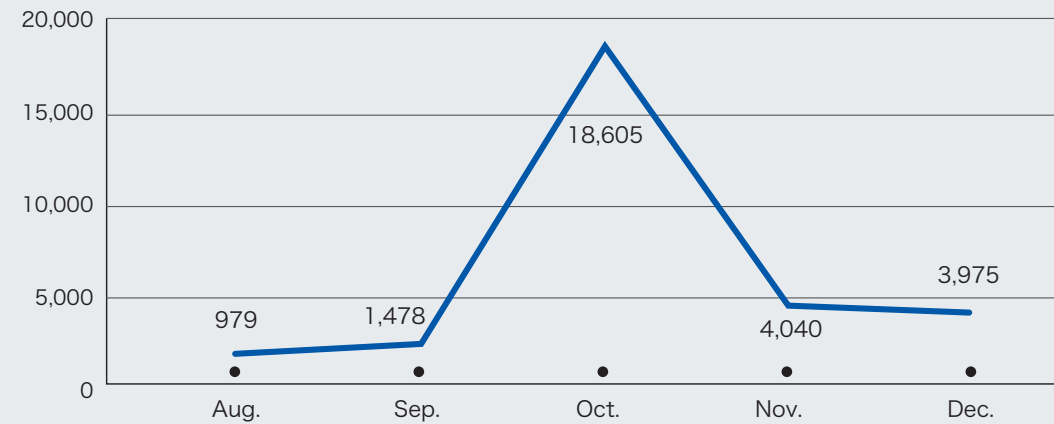


Coverage by Internet media

(From August to December 2009;
research by Meltwater News)

Graph showing the number of articles by month

Media coverage was concentrated in October, when the show was held. More than 60% of all articles appeared in the August-December period.



Number of articles (by country/region)

		No. of articles	%
1	China	9,496	34.02
2	Japan	8,012	28.71
3	United States	4,441	15.91
4	Germany	976	3.50
5	United Kingdom	575	2.06
6	India	466	1.67
7	Canada	409	1.47
8	Australia	373	1.34
9	Holland	308	1.10
10	Hong Kong	246	0.88
11	South Korea	244	0.87
12	Russia	241	0.86
13	Spain	182	0.65
14	France	168	0.60
15	Taiwan	139	0.50
	Others (78 countries/regions)	1,635	5.86
	Total of 93 countries/regions	27,911	



The Organizer of the Tokyo Motor Show

JAMA profile

The Japan Automobile Manufacturers Association, Inc. (JAMA) is a nonprofit industry association currently comprised of fourteen manufacturers of passenger cars, trucks, buses and motorcycles in Japan. JAMA works to support the sound development of Japan's automobile industry and to contribute to social and economic welfare. As directions in auto manufacturing increasingly influence the world we live in, JAMA takes its role and mission ever more seriously, acting not only to promote environmental protection and greater road safety but also to improve the international business environment.

Name: Japan Automobile Manufacturers Association, Inc. (JAMA)
Address: Jidosha Kaikan, 1-1-30 Shiba Daimon, Minato-ku, Tokyo 105-0012 Japan
Overseas offices: North American Office (Washington, D.C., U.S.A.), European Office (Brussels, Belgium), Asian Office (Singapore), Beijing Office
Established April 3, 1967
Members: Daihatsu Motor Co., Ltd.; Fuji Heavy Industries Ltd.; Hino Motors, Ltd.; Honda Motor Co., Ltd.; Isuzu Motors Limited; Kawasaki Heavy Industries, Ltd.; Mazda Motor Corporation; Mitsubishi Motors Corporation; Mitsubishi Fuso Truck & Bus Corporation; Nissan Motor Co., Ltd.; Suzuki Motor Corporation; Toyota Motor Corporation; UD Trucks Corporation; Yamaha Motor Co., Ltd.
 (listed in alphabetical order)