

WHAT'S HAPPENING IN THE MARKET

- Total import car sales rose 2.5% in an overall car market that rose 7.4%.
 - BMW sales increased 18% boosted by robust sales of the Mini Cooper.
 - The PSA Group of Peugeot and Citroen also rose a substantial 16.6%.
 - Imports of General Motors-related brands fell 46.4%.

NEW IMPORTED PASSENGER CAR SALES IN JAPAN: JANUARY THROUGH MARCH 2003 vs. 2002

	Percent Change 2003/2002	Total Cars 2003	Total Cars 2002
GENERAL MOTORS			
Chevrolet	-35.0%	775	1,193
Cadillac	-39.5%	150	248
Saturn	150.0%	5	2
Opel	-53.6%	1,305	2,812
Saab	-37.9%	221	356
Other	38.9%	25	18
SUBTOTAL	-46.4%	2,481	4,629
FORD			
Ford	-30.4%	1,251	1,798
Volvo	0.3%	3,835	3,822
Land Rover	6.8%	566	530
Jaguar	-9.0%	1,235	1,357
Aston Martin	175.0%	11	4
SUBTOTAL	-8.2%	6,898	7,511
DAIMLERCHRYSLER			
Chrysler	-4.4%	1,686	1,763
Mercedes-Benz	7.8%	12,128	11,246
Smart	-46.1%	1,082	2,009
SUBTOTAL	-0.8%	14,896	15,018
VW			
VW	-3.3%	16,788	17,365
Audi	4.0%	3,151	3,030
Other	-12.1%	29	33
SUBTOTAL	-2.3%	19,968	20,428
BMW			
BMW	-0.6%	8,505	8,557
Mini Cooper	169.8%	2,849	1,056
SUBTOTAL	18.1%	11,354	9,613
PORSCHE			
	-7.5%	528	571
RENAULT			
	15.1%	586	509
PSA			
Peugot	13.0%	3,823	3,383
Citroen	59.9%	443	277
SUBTOTAL	16.6%	4,266	3,660
FIAT			
Fiat	-40.3%	382	640
Alfa Romeo	-10.8%	1,686	1,891
Ferrari	0.9%	116	115
Other	-36.4%	14	22
SUBTOTAL	-17.6%	2,198	2,668
SUBARU			
	-37.5%	925	1,480
TOYOTA			
	643.8%	2,023	272
HONDA			
	103.1%	5,497	2,706
ISUZU			
	-99.9%	1	947
HYUNDAI/KIA			
	90.9%	607	318
OTHERS			
	-32.3%	273	403
GRAND TOTAL IMPORT SALES			
	2.5%	72,501	70,733
(Imports from Japanese Companies)	56.3%	8,446	5,405
(Total Less Imports from Japanese Companies)	-1.9%	64,055	65,328
GRAND TOTAL CAR MARKET SALES			
	7.4%	1,352,668	1,259,862

- After rising steadily for the previous 8 quarters, the small/mini-car share of the Japanese car market fell by 0.2 of a percentage point to 85.0% for the first quarter 2003 compared with the first quarter 2002.
- Meanwhile, more importers are entering the small car market. The small/mini-car ratio of the import car market rose by 7.3 percentage points to 25.7%, the highest level in four years.
- Nevertheless, 74.3% of imports are large cars in a market dominated 85.0% by small/mini cars.

—by MAJOR MARKET SEGMENT: JANUARY THROUGH MARCH 2003

		Small Car Ratio (B/A)	Total Cars (A)	Small/Mini Cars (B)	Large Cars (C)
GENERAL MOTORS					
	Chevrolet	0.1%	775	1	774
	Cadillac	0.0%	150	0	150
	Saturn	20.0%	5	1	4
	Opel	46.9%	1,305	612	693
	Saab	0.0%	221	0	221
	Other	0.0%	25	0	25
	SUBTOTAL	24.7%	2,481	614	1,867
FORD					
	Ford	0.1%	1,251	1	1,250
	Volvo	0.0%	3,835	0	3,835
	Land Rover	0.0%	566	0	566
	Jaguar	0.0%	1,235	0	1,235
	Aston Martin	0.0%	11	0	11
	SUBTOTAL	0.0%	6,898	1	6,897
DAIMLERCHRYSLER					
	Chrysler	0.0%	1,686	0	1,686
	Mercedes-Benz	0.0%	12,128	0	12,128
	Smart	100.0%	1,082	1,082	0
	SUBTOTAL	7.3%	14,896	1,082	13,814
VW					
	VW	34.2%	16,788	5,739	11,049
	Audi	0.0%	3,151	0	3,151
	Other	0.0%	29	0	29
	SUBTOTAL	28.7%	19,968	5,739	14,229
BMW					
	BMW	0.1%	8,505	7	8,498
	Mini Cooper	100.0%	2,849	2,849	0
	SUBTOTAL	25.2%	11,354	2,856	8,498
PORSCHE					
		0.4%	528	2	526
RENAULT					
		70.1%	586	411	175
PSA					
	Peugot	61.0%	3,823	2,332	1,491
	Citroen	59.8%	443	265	178
	SUBTOTAL	60.9%	4,266	2,597	1,669
FIAT					
	Fiat	95.8%	382	366	16
	Alfa Romeo	0.7%	1,686	11	1,675
	Ferrari	0.0%	116	0	116
	Other	42.9%	14	6	8
	SUBTOTAL	17.4%	2,198	383	1,815
SUBARU					
		0.0%	925	0	925
TOYOTA					
		0.1%	2,023	2	2,021
HONDA					
		84.4%	5,497	4,641	856
ISUZU					
		0.0%	1	0	1
HYUNDAI/KIA					
		38.7%	607	235	372
OTHERS					
		36.3%	273	99	174
GRAND TOTAL IMPORTS 2003 (3 months)					
		25.7%	72,501	18,662	53,839
GRAND TOTAL IMPORTS 2002 (3 months)					
		18.4%	70,733	13,037	57,696
GRAND TOTAL CAR MARKET 2003 (3 months)					
		85.0%	1,352,668	1,149,762	202,906
GRAND TOTAL CAR MARKET 2002 (3 months)					
		85.2%	1,259,862	1,072,950	186,912

Note: Small/mini cars—engine size 2,000 cc. and below; large cars—greater than 2,000 cc. Totals include mini-car sales.