

Newly Registered Number of Imported Vehicles as of January 2025 (Quick Report)

The number of vehicles produced by foreign manufacturers newly registered in January 2025 was 14,820 units, increased by 7.9% compared with the same month of last year (13,739units).

The total number of vehicles produced by foreign manufacturers and Japanese manufacturers newly registered in January, was 22,669 units, increased by 23.7% compared with the same month of last year (18,319 units).

	January			Cumulative Total since January		
	2025-a	2024-b	a/b%	2025-c	2024-d	c/d%
Passenger Cars	14,694	13,643	107.7			
Trucks	115	76	151.3			
Buses	11	20	55.0			
Total Number of Foreign Vehicles	14,820	13,739	107.9			
Passenger Cars	7,311	2,800	261.1			
Trucks	538	1,780	30.2			
Buses						
Total Number of Japanese Vehicles	7,849	4,580	171.4			
Total Passenger Cars	22,005	16,443	133.8			
Total Trucks	653	1,856	35.2			
Total Buses	11	20	55.0			
Grand Total	22,669	18,319	123.7			

**Newly Registered Imported Vehicles by Brand
(Total Passenger Cars, Trucks and Buses)**

Jan. '25

	January				Cumulative Total since January			
	2025-a	Share%	2024-b	a/b%	2025-c	Share%	2024-d	c/d%
Honda	4,018	17.72	1,019	394.3				
Mercedes-Benz	3,466	15.29	3,349	103.5				
VW	2,609	11.51	1,720	151.7				
BMW	1,657	7.31	1,537	107.8				
Suzuki	1,389	6.13	112	1240.2				
Audi	1,309	5.77	1,142	114.6				
Nissan	1,137	5.02	1,315	86.5				
BMW MINI	912	4.02	1,075	84.8				
Porsche	789	3.48	762	103.5				
Land Rover	781	3.45	627	124.6				
Mazda	728	3.21	265	274.7				
Volvo	625	2.76	560	111.6				
Jeep	598	2.64	443	135.0				
Peugeot	334	1.47	303	110.2				
Mitsubishi	305	1.35	7	4357.1				
Toyota	263	1.16	1,838	14.3				
Fiat	250	1.10	254	98.4				
Renault	228	1.01	444	51.4				
Citroen	177	0.78	148	119.6				
ABARTH	103	0.45	83	124.1				
Alfa Romeo	67	0.30	75	89.3				
Ferrari	67	0.30	74	90.5				
BYD	53	0.23	217	24.4				
Lamborghini	48	0.21	45	106.7				
Hyundai	41	0.18	71	57.7				
DS	39	0.17	33	118.2				
Volvo Truck	37	0.16	34	108.8				
Maserati	35	0.15	93	37.6				
Scania	34	0.15	29	117.2				
Lotus	33	0.15	27	122.2				
Rolls Royce	33	0.15	33	100.0				
Cadillac	31	0.14	30	103.3				
McLaren	28	0.12	15	186.7				
Aston Martin	26	0.11	29	89.7				
Jaguar	23	0.10	74	31.1				
Chevrolet	19	0.08	29	65.5				
Bentley	11	0.05	19	57.9				
Ford	10	0.04	8	125.0				
BMW Alpina	9	0.04	31	29.0				
Daihatsu	9	0.04	24	37.5				
Autobianchi	3	0.01	3	100.0				
Dodge	3	0.01	9	33.3				
Lancia	2	0.01	1	200.0				
Buick	1	0.00						
Chrysler	1	0.00						
GMC	1	0.00	1	100.0				
MG	1	0.00						
Morgan	1	0.00	2	50.0				
Pontiac	1	0.00						
Saab	1	0.00						
Unimog	1	0.00						
Rover			1					
Others	322	1.42	309	104.2				
Total	22,669	100.00	18,319	123.7				

※ Listed following the breakdown of the cumulative total since January; 2025 (c)

Newly Registered Foreign Manufacturers Vehicles

Foreign Manufacturers (Passenger Cars)

Jan. '25

	January 2025			Same month of last year		Cumulative Total since January		
	Standard	Small	Total-a	Total-b	a/b%	2025-c	2024-d	c/d%
Mercedes-Benz	3,466		3,466	3,349	103.5			
VW	2,606	2	2,608	1,720	151.6			
BMW	1,657		1,657	1,537	107.8			
Audi	1,309		1,309	1,142	114.6			
BMW MINI	912		912	1,075	84.8			
Porsche	787	2	789	762	103.5			
Land Rover	781		781	626	124.8			
Volvo	625		625	560	111.6			
Jeep	588		588	443	132.7			
Peugeot	333	1	334	303	110.2			
Renault	225	3	228	444	51.4			
Fiat	139	83	222	245	90.6			
Citroen	176	1	177	148	119.6			
ABARTH		103	103	83	124.1			
Alfa Romeo	67		67	75	89.3			
Ferrari	67		67	74	90.5			
Lamborghini	48		48	45	106.7			
BYD	42		42	198	21.2			
Hyundai	41		41	70	58.6			
DS	39		39	33	118.2			
Maserati	35		35	93	37.6			
Lotus	32	1	33	27	122.2			
Rolls Royce	33		33	33	100.0			
Cadillac	31		31	30	103.3			
McLaren	28		28	15	186.7			
Aston Martin	26		26	29	89.7			
Jaguar	23		23	74	31.1			
Chevrolet	18		18	29	62.1			
Bentley	11		11	19	57.9			
BMW Alpina	9		9	31	29.0			
Ford	7	1	8	7	114.3			
Autobianchi		3	3	3	100.0			
Dodge	3		3	8	37.5			
Lancia		2	2	1	200.0			
Buick	1		1					
Chrysler	1		1					
MG		1	1					
Morgan		1	1	2	50.0			
Pontiac	1		1					
Saab		1	1					
Rover				1				
Others	320	2	322	309	104.2			
Total	14,487	207	14,694	13,643	107.7			

※ Listed following the breakdown of the cumulative total since January; 2025 (c)

Foreign Manufacturers (Trucks)

Jan. '25

	January 2025			Same month of last year		Cumulative Total since January		
	Standard	Small	Total-a	Total-b	a/b%	2025-c	2024-d	c/d%
Volvo Truck	37		37	34	108.8			
Scania	34		34	29	117.2			
Fiat	28		28	9	311.1			
Jeep	10		10					
Ford	2		2	1	200.0			
Chevrolet	1		1					
GMC	1		1	1	100.0			
Unimog	1		1					
VW	1		1					
Dodge				1				
Land Rover				1				
Total	115		115	76	151.3			

Foreign Manufacturers (Buses)

	January			Cumulative Total since January		
	2025-a	2024-b	a/b%	2025-c	2024-d	c/d%
BYD	11	19	57.9			
Hyundai		1				
Total	11	20	55.0			

Newly Registered Japanese manufacturers overseas-made vehicles
Japanese Manufacturers overseas-made vehicles (Passenger Cars)

	January 2025			Same month of last year		Cumulative Total since January		
	Standard	Small	Total-a	Total-b	a/b%	2025-c	2024-d	c/d%
Honda	4,018		4,018	1,019	394.3			
Suzuki	1,389		1,389	112	1240.2			
Nissan	1,137		1,137	1,315	86.5			
Mazda	669	41	710	165	430.3			
Toyota	57		57	184	31.0			
Mitsubishi				5				
Total	7,270	41	7,311	2,800	261.1			

Japanese Manufacturers overseas-made vehicles (Trucks)

	January 2025			Same month of last year		Cumulative Total since January		
	Standard	Small	Total-a	Total-b	a/b%	2025-c	2024-d	c/d%
Mitsubishi	305		305	2	15250.0			
Toyota	30	176	206	1,654	12.5			
Mazda		18	18	100	18.0			
Daihatsu		9	9	24	37.5			
Total	335	203	538	1,780	30.2			

Grand Total Imported Vehicles

	January 2025			Same month of last year		Cumulative Total since January		
	Standard	Small	Total-a	Total-b	a/b%	2025-c	2024-d	c/d%
Passenger Cars	21,757	248	22,005	16,443	133.8			
Trucks	450	203	653	1,856	35.2			
Buses			11	20	55.0			
Grand Total	22,207	451	22,669	18,319	123.7			

※ Listed following the breakdown of the cumulative total since January; 2025 (c)

Newly Registered Vehicles by Prefecture (Total)

Jan. '25

	Passenger Cars						Total Passenger Cars/Trucks/Buses					
	January			Cumulative Total since January			January			Cumulative Total since January		
	2025-a	2024-b	a/b%	2025-c	2024-d	c/d%	2025-e	2024-f	e/f%	2025-g	2024-h	g/h%
Hokkaido	481	390	123.3				547	522	104.8			
Aomori	67	40	167.5				73	69	105.8			
Iwate	93	69	134.8				97	86	112.8			
Miyagi	335	193	173.6				346	218	158.7			
Akita	83	50	166.0				85	61	139.3			
Yamagata	118	81	145.7				124	98	126.5			
Fukushima	243	150	162.0				252	182	138.5			
Ibaraki	536	434	123.5				558	487	114.6			
Tochigi	362	263	137.6				375	298	125.8			
Gunma	447	307	145.6				467	346	135.0			
Saitama	1,172	934	125.5				1,210	1,033	117.1			
Chiba	982	818	120.0				1,011	896	112.8			
Tokyo	3,108	2,721	114.2				3,163	2,824	112.0			
Kanagawa	1,813	1,553	116.7				1,855	1,655	112.1			
Yamanashi	165	138	119.6				176	158	111.4			
Niigata	237	162	146.3				243	188	129.3			
Toyama	168	80	210.0				177	94	188.3			
Ishikawa	216	91	237.4				222	116	191.4			
Nagano	393	284	138.4				404	337	119.9			
Fukui	121	101	119.8				121	115	105.2			
Gifu	401	273	146.9				413	307	134.5			
Shizuoka	827	557	148.5				852	620	137.4			
Aichi	1,850	1,302	142.1				1,895	1,447	131.0			
Mie	342	244	140.2				350	271	129.2			
Shiga	219	146	150.0				228	174	131.0			
Kyoto	443	394	112.4				447	421	106.2			
Osaka	1,469	1,125	130.6				1,512	1,243	121.6			
Nara	204	147	138.8				217	163	133.1			
Wakayama	124	95	130.5				126	111	113.5			
Hyogo	971	830	117.0				1,000	887	112.7			
Tottori	68	36	188.9				71	51	139.2			
Shimane	83	54	153.7				85	67	126.9			
Okayama	298	201	148.3				309	239	129.3			
Hiroshima	454	302	150.3				465	351	132.5			
Yamaguchi	221	120	184.2				225	142	158.5			
Tokushima	140	75	186.7				144	83	173.5			
Kagawa	183	112	163.4				190	125	152.0			
Ehime	169	135	125.2				175	162	108.0			
Kochi	89	50	178.0				91	62	146.8			
Fukuoka	995	662	150.3				1,016	743	136.7			
Saga	126	72	175.0				130	86	151.2			
Nagasaki	196	103	190.3				199	110	180.9			
Kumamoto	308	154	200.0				321	188	170.7			
Oita	207	130	159.2				213	145	146.9			
Miyazaki	163	95	171.6				170	121	140.5			
Kagoshima	223	111	200.9				227	141	161.0			
Okinawa	92	59	155.9				92	76	121.1			
Grand Total	22,005	16,443	133.8				22,669	18,319	123.7			

Newly Registered Vehicles by Prefecture(Foreign Manufacturers)

Jan. '25

	Passenger Cars						Total Passenger Cars/Trucks/Buses					
	January			Cumulative Total since January			January			Cumulative Total since January		
	2025-a	2024-b	a/b%	2025-c	2024-d	c/d%	2025-e	2024-f	e/f%	2025-g	2024-h	g/h%
Hokkaido	306	303	101.0				324	312	103.8			
Aomori	41	31	132.3				41	31	132.3			
Iwate	52	46	113.0				52	46	113.0			
Miyagi	197	149	132.2				198	149	132.9			
Akita	40	35	114.3				40	35	114.3			
Yamagata	49	43	114.0				49	43	114.0			
Fukushima	118	96	122.9				118	97	121.6			
Ibaraki	316	354	89.3				322	355	90.7			
Tochigi	187	192	97.4				193	198	97.5			
Gunma	235	237	99.2				235	238	98.7			
Saitama	729	740	98.5				736	741	99.3			
Chiba	638	644	99.1				642	649	98.9			
Tokyo	2,757	2,516	109.6				2,769	2,516	110.1			
Kanagawa	1,438	1,319	109.0				1,450	1,322	109.7			
Yamanashi	119	116	102.6				121	118	102.5			
Niigata	118	126	93.7				118	127	92.9			
Toyama	86	62	138.7				86	62	138.7			
Ishikawa	99	78	126.9				99	80	123.8			
Nagano	215	220	97.7				218	220	99.1			
Fukui	79	84	94.0				79	84	94.0			
Gifu	242	233	103.9				242	236	102.5			
Shizuoka	471	433	108.8				474	436	108.7			
Aichi	1,281	1,107	115.7				1,289	1,110	116.1			
Mie	192	198	97.0				193	199	97.0			
Shiga	139	113	123.0				142	114	124.6			
Kyoto	351	333	105.4				352	335	105.1			
Osaka	1,152	953	120.9				1,164	962	121.0			
Nara	136	129	105.4				141	131	107.6			
Wakayama	71	75	94.7				71	77	92.2			
Hyogo	704	706	99.7				711	711	100.0			
Tottori	27	29	93.1				27	30	90.0			
Shimane	30	35	85.7				30	35	85.7			
Okayama	178	155	114.8				182	161	113.0			
Hiroshima	303	249	121.7				304	253	120.2			
Yamaguchi	113	96	117.7				113	96	117.7			
Tokushima	81	60	135.0				81	61	132.8			
Kagawa	89	95	93.7				89	95	93.7			
Ehime	101	109	92.7				103	110	93.6			
Kochi	31	35	88.6				31	37	83.8			
Fukuoka	633	544	116.4				637	555	114.8			
Saga	44	52	84.6				45	54	83.3			
Nagasaki	84	83	101.2				84	84	100.0			
Kumamoto	127	120	105.8				129	120	107.5			
Oita	92	103	89.3				92	103	89.3			
Miyazaki	68	72	94.4				69	73	94.5			
Kagoshima	100	84	119.0				100	86	116.3			
Okinawa	35	51	68.6				35	52	67.3			
Grand Total	14,694	13,643	107.7				14,820	13,739	107.9			

Newly Registered Vehicles by Prefecture(Japanese Manufacturers overseas-made vehicles)

Jan. '25

	Passenger Cars						Total Passenger Cars/Trucks/Buses					
	January			Cumulative Total since January			January			Cumulative Total since January		
	2025-a	2024-b	a/b%	2025-c	2024-d	c/d%	2025-e	2024-f	e/f%	2025-g	2024-h	g/h%
Hokkaido	175	87	201.1				223	210	106.2			
Aomori	26	9	288.9				32	38	84.2			
Iwate	41	23	178.3				45	40	112.5			
Miyagi	138	44	313.6				148	69	214.5			
Akita	43	15	286.7				45	26	173.1			
Yamagata	69	38	181.6				75	55	136.4			
Fukushima	125	54	231.5				134	85	157.6			
Ibaraki	220	80	275.0				236	132	178.8			
Tochigi	175	71	246.5				182	100	182.0			
Gunma	212	70	302.9				232	108	214.8			
Saitama	443	194	228.4				474	292	162.3			
Chiba	344	174	197.7				369	247	149.4			
Tokyo	351	205	171.2				394	308	127.9			
Kanagawa	375	234	160.3				405	333	121.6			
Yamanashi	46	22	209.1				55	40	137.5			
Niigata	119	36	330.6				125	61	204.9			
Toyama	82	18	455.6				91	32	284.4			
Ishikawa	117	13	900.0				123	36	341.7			
Nagano	178	64	278.1				186	117	159.0			
Fukui	42	17	247.1				42	31	135.5			
Gifu	159	40	397.5				171	71	240.8			
Shizuoka	356	124	287.1				378	184	205.4			
Aichi	569	195	291.8				606	337	179.8			
Mie	150	46	326.1				157	72	218.1			
Shiga	80	33	242.4				86	60	143.3			
Kyoto	92	61	150.8				95	86	110.5			
Osaka	317	172	184.3				348	281	123.8			
Nara	68	18	377.8				76	32	237.5			
Wakayama	53	20	265.0				55	34	161.8			
Hyogo	267	124	215.3				289	176	164.2			
Tottori	41	7	585.7				44	21	209.5			
Shimane	53	19	278.9				55	32	171.9			
Okayama	120	46	260.9				127	78	162.8			
Hiroshima	151	53	284.9				161	98	164.3			
Yamaguchi	108	24	450.0				112	46	243.5			
Tokushima	59	15	393.3				63	22	286.4			
Kagawa	94	17	552.9				101	30	336.7			
Ehime	68	26	261.5				72	52	138.5			
Kochi	58	15	386.7				60	25	240.0			
Fukuoka	362	118	306.8				379	188	201.6			
Saga	82	20	410.0				85	32	265.6			
Nagasaki	112	20	560.0				115	26	442.3			
Kumamoto	181	34	532.4				192	68	282.4			
Oita	115	27	425.9				121	42	288.1			
Miyazaki	95	23	413.0				101	48	210.4			
Kagoshima	123	27	455.6				127	55	230.9			
Okinawa	57	8	712.5				57	24	237.5			
Grand Total	7,311	2,800	261.1				7,849	4,580	171.4			