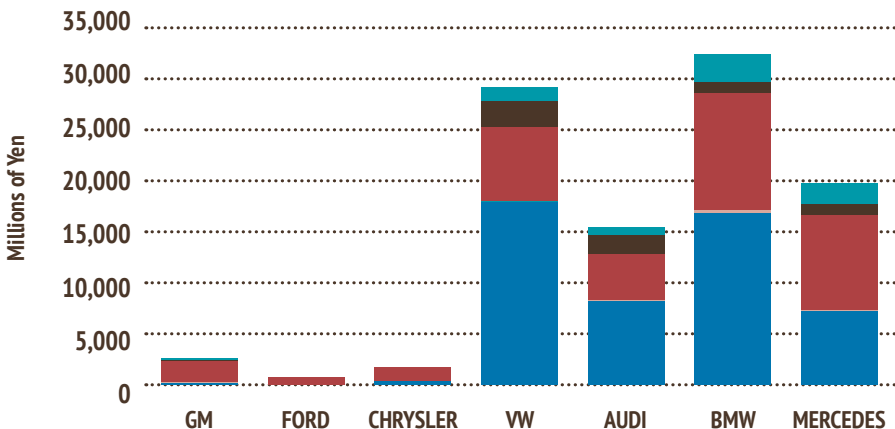
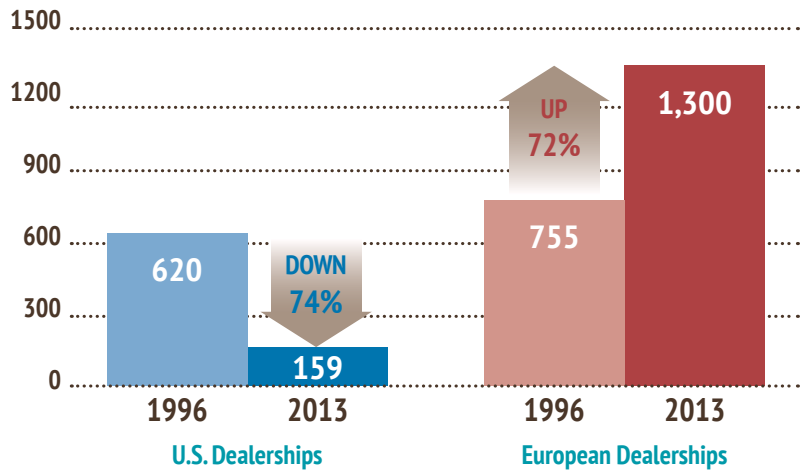


92.3%	Up to 2,000cc
10	U.S. automaker models
117	European automaker models
5.9%	2,001-3,000cc
6	U.S. automaker models
69	European automaker models
1.7%	Over 3,000cc
8	U.S. automaker models
103	European automaker models

Breakdown of Japan's Domestic Market for Passenger Cars by Vehicle Class (cc) and Number of Imported Models (2015)

## NUMBER OF U.S. AND EUROPEAN AUTO DEALERSHIPS IN JAPAN



## U.S. AND EUROPEAN AUTOMAKERS' ADVERTISING INVESTMENTS IN JAPAN (2009-2013)



Source: JAMA/Video Research Ltd.