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NEWSLETTER OF THE JAPAN AUTOMOBILE MANUFACTURERS ASSOCIATION OF CANADA

Record sales as Canadian market hits new peak in 2001

Vehicle sales ended the year with a bang as deliveries in December for all automakers jumped 17.7% over last year. The boost came largely from 0% financing and other consumer incentives, as well as new models. As a result of the surge in the last quarter, 2001 calendar year sales in Canada gained 1.4% to hit a new record 1.57 million units (excluding heavy trucks), surpassing the previous record last year of 1.55 million units. Passenger car sales rose 2.3% to 868,627 units, while light truck sales were almost flat, up 0.2% to 701,984 units.

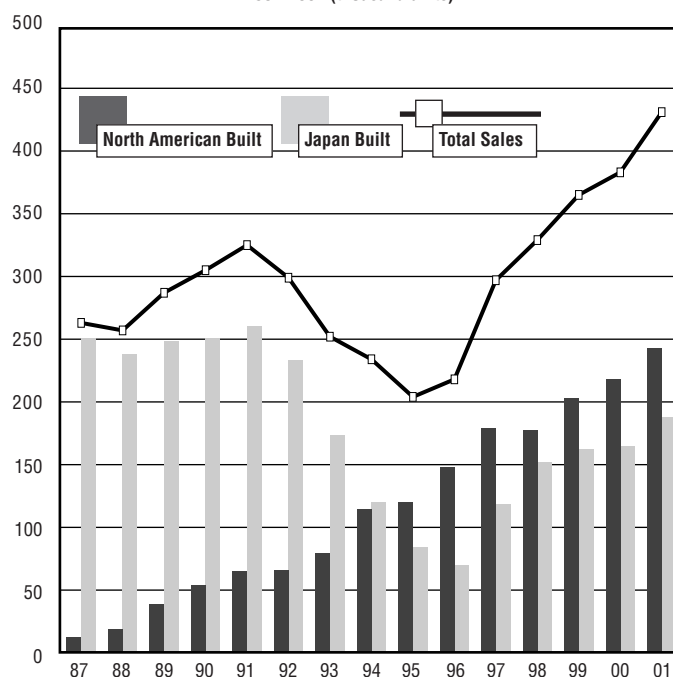
The year over year sales gain favoured international automakers. In fact, all JAMA Canada members were in positive territory for 2001 light vehicle sales. The 'Big Three' automakers in Canada (GM, Ford and the Chrysler division of DC) lost ground in both annual sales and market share, in spite of rising demand in the last quarter from 0% financing.

JAMA Canada members as a group set a new high sales record in 2001, up 12.4% overall to 430,678 units (excluding heavy trucks), an increase of over 47,500 units compared to 2000. Passenger cars were up 13.1%, while light trucks were ahead 10.5%. Sales of vehicles built in North America rose 10.6%, while imports from Japan gained 14.8% over last year.

Among individual members, Honda Canada set a new sales record with an increase of 11.3%, and became the first Japanese automaker in Canada to surpass 150,000 units in annual sales. The Honda Civic was also the best selling car in Canada for the fourth year in a row with sales of 66,255 units, up 22.8% over 2000. Toyota Canada sales gained 3.4% in 2001 to 127,754 units, their second best year after 1999. The Toyota Corolla was the 6th best selling car in Canada in 2001, although sales slid 3.8% in the final year of the current model. Mazda Canada also set a new sales record with a total of 69,016 units, up 32.5%, the largest percentage gain among members. The Protege was the 3rd best selling car in Canada in 2001 at 46,323 units, up 50.9% over the previous year. Nissan Canada's strong passenger car sales performance (up 43.1%), contributed to an overall sales gain of 19.5% to 56,664 units in 2001. However, light truck sales were down 21.7% over last year. The Nissan Sentra was the 9th best selling car in Canada (the first time in the top ten) with a record 25,616 sales, up 113.5%. Subaru Canada set a new sales record in 2001 with a total of 15,390 units, up 5.3% over 2000. Suzuki Canada sales deliveries jumped 10.0% in 2001 to 11,633 units due to strong light truck sales (Vitara, Grand Vitara, XL-7) up 28.5%. However, softer demand for small passenger cars resulted in a drop of 12.3% in passenger car sales. (CAMI closed their compact car line at the Ingersoll plant in April 2001 due to weak demand in North America.)

JAMA Canada Members' Sales

1987-2001 (thousand units)



Among other automakers, Korean automakers had a good year. Hyundai sales jumped 51.5% in 2001 to 59,166 units and Kia was up 95.0% at 26,013 units. On the other hand, Daewoo was down 60.9% to a total of 1,567 units.

In terms of market share, the Big Three fell from 65.8% to 61.2% in 2001, while Japanese share rose from 24.8% to 27.5%, and Korean share increased from 3.7% to 5.6%. European share was unchanged.

■ See Record Sales... continued on page 2

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Light Vehicle Sales in Canada, by Company

Company	Jan-Dec 2001			Jan-Dec 2000			% Change		
	CARS	TRUCKS	TOTAL	CARS	TRUCKS	TOTAL	CARS	TRUCKS	TOTAL
HONDA	119,442	30,779	150,221	106,814	28,105	134,919	11.8	9.5	11.3
N.A. Built	110,486	17,638	128,124	99,970	14,492	114,462	10.5	21.7	11.9
Japan Built	8,956	13,141	22,097	6,844	13,613	20,457	30.9	-3.5	8.0
TOYOTA	91,216	36,538	127,754	95,023	28,573	123,596	-4.0	27.9	3.4
N.A. Built	41,890	15,679	57,569	44,509	15,729	60,238	-5.9	-0.3	-4.4
Japan Built	49,326	20,859	70,185	50,514	12,844	63,358	-2.4	62.4	10.8
MAZDA	49,897	19,116	69,013	35,876	16,194	52,070	39.1	18.0	32.5
N.A. Built	2,275	4,811	7,086	2,953	5,274	8,227	-23.0	-8.8	-13.9
Japan Built	47,622	14,305	61,927	32,923	10,920	43,843	44.6	31.0	41.2
NISSAN	43,164	13,500	56,664	30,170	17,234	47,404	43.1	-21.7	19.5
N.A. Built	34,236	4,986	39,222	19,579	5,989	25,568	74.9	-16.7	53.4
Japan Built	8,928	8,514	17,442	10,591	11,245	21,836	-15.7	-24.3	-20.1
SUZUKI	4,195	7,438	11,633	4,785	5,790	10,575	-12.3	28.5	10.0
N.A. Built	1,135	2,405	3,540	1,302	2,130	3,432	-12.8	12.9	3.1
Japan Built	3,060	5,033	8,093	3,483	3,660	7,143	-12.1	37.5	13.3
SUBARU	11,659	3,731	15,390	9,998	4,611	14,609	16.6	-19.1	5.3
N.A. Built	7,089	0	7,089	7,477	0	7,477	-5.2	0.0	-5.2
Japan Built	4,570	3,731	8,301	2,521	4,611	7,132	81.3	-19.1	16.4
TOTAL	319,573	111,102	430,675	282,666	100,507	383,173	13.1	10.5	12.4
N.A. Built	197,111	45,519	242,630	175,790	43,614	219,404	12.1	4.4	10.6
Japan Built	122,462	65,583	188,045	106,876	56,893	163,769	14.6	15.3	14.8

* car sales include Mexican built

Source: AIAMC

Motor Vehicle Production in Canada

	Jan-Dec 2001	Jan-Dec 2000	% Change
HONDA (HCM)	370,994	326,804	13.5
TOYOTA (TMMC)	166,131	183,740	-9.6
CAMI	79,961	110,444	-27.6
TOTAL	617,086	620,988	-0.6

Source: JAMA Canada

Motor Vehicle Exports from Canada

	Jan-Dec 2001	Jan-Dec 2000	% Change
HONDA (HCM)	297,092	255,714	16.2
TOYOTA (TMMC)	127,486	138,657	-8.1
CAMI	72,939	100,159	-27.2
TOTAL	497,517	494,530	0.6

Source: JAMA Canada

Vehicle Imports (Shipments) to Canada

	Jan-Dec 2001	Jan-Dec 2000	% Change
JAPAN	188,818	167,894	12.5
U.S./MEXICO	124,605	107,759	15.6
TOTAL	313,423	275,653	13.7

Source: JAMA, JAMA Canada

Continued from page 1... Record Sales

For 2002, most analysts and industry representatives forecast a softer market in Canada this year to about 1.4 million units. While the market in Canada is expected to do a little better than the US.

Combined output at Japanese-affiliated vehicle assembly plants in Canada reached a total of 617,100 units in 2001, down slightly from last year when a record 621,000 units were made. Individually, production at Honda (HCM) jumped 13.5% over 2000 to a total of almost 371,000 units, well ahead of their standard 2-shift capacity of 350,000 units/year. Strong demand for the Civic, Odyssey and MDX in North America drove production to record levels. Output at TMMC slid 9.6% to 166,100 units in 2001, and CAMI (Suzuki / General Motors) dropped 27.2% to about 80,000 units following the closing of the sub-compact car line in April 2001. TMMC reduced Corolla production in 2001 while they were preparing for the simultaneous launch in January 2002 of the new Corolla and the Toyota Matrix on the same line.

Finished vehicle exports from these plants hit a new record in spite of a dip in output. Unit exports rose 0.6% to 497,500 units, which represents an export-to-production ratio of 80.6%. While most vehicles were shipped to the US, about 22,000 units were exported to various other countries, including 2,700 minivans that went to Japan.

Toyota (TMMC) simultaneously launches two new models - Matrix & Corolla



Toyota Corolla lineoff

Early in January, Toyota Motor Manufacturing Canada (TMMC) simultaneously launched two 2003 models on the same line in their plant in Cambridge Ontario - the ninth generation Corolla and the all new 'crossover utility' vehicle, the Toyota Matrix. For the first time at TMMC, both vehicles share the same chassis platform and are being built on the same line. Plant output will expand by 20,000 units/year in the North Plant to bring overall capacity at TMMC to 220,000 units/year.

"Starting production of two cars on the same production line at the same time is a big challenge for us," said Ray Tanguay, Senior VP of Toyota Motor Manufacturing Canada Inc.

"We stopped building the previous Corolla just before Christmas and in a few short weeks have transformed our plant to build two totally new vehicles with features and improvements not previously seen."

"This quick ramp-up was only possible with the total commitment of over 3,000 team members and our parts supplier infrastructure, concentrated in Southern Ontario but stretching right across North America," Tanguay continued.

"Toyota designed both of these vehicles specifically with the North American market in mind, so it's extremely fitting that we should build them right here in Canada," said Tony Wearing, Group Vice President in charge of Vehicle Sales and Marketing at Toyota Canada. "Canadians have always appreciated the quality, dependability and value of Corolla, and we're confident that they will make the new model yet another best seller. With Matrix, we'll engage both the minds and the imaginations of a whole new generation of demanding drivers."

The 2003 Corolla and Matrix will be on sale in dealerships across Canada in February.

Update on US/Canada Border Issues

Canada & US Sign 'Smart Border Declaration'

On December 12, former Minister of Foreign Affairs John Manley (now Deputy Prime Minister) and US Director of Homeland Security Tom Ridge signed the "Smart Border Declaration". The initiative outlines a 30-point Action Plan, based on four pillars, to

collaborate in identifying and addressing security risks while efficiently and effectively expediting the legitimate flow of people and goods back and forth across the Canada-U.S. border.

"We have agreed to an aggressive action plan that will allow the safest, most efficient passage of people and goods between our two countries, as part of our ongoing commitment to the creation of a Smart Border," said Minister Manley. "This action plan will enhance the technology, coordination and information sharing that are essential to safeguard our mutual security and strengthen cross-border commerce for the world's largest bi-national trading relationship."

"On behalf of President Bush, I was pleased to visit Canada to meet with Minister Manley and senior Canadian officials to discuss how to build a smart and secure border that allows the free flow of people and goods between our two countries. We look forward to working together to achieve real-time real solutions as quickly as possible," said Governor Ridge.

Deputy Prime Minister Manley and Governor Ridge met early in the New Year and again at the World Economic Forum in New York City. They reviewed the critical paths that they have asked officials to develop for realizing each of the objectives set out in the Action Plan. While the two governments remain committed to building on this Action Plan by identifying and implementing measures that can be taken to secure a Smart Border, differences arising among US officials on security matters could make it difficult to meet Mr. Manley's timetable for signing a bilateral agreement on overhauling border controls at the G-8 Economic Summit in Alberta this June.

In support of these initiatives, in early December last year, Finance Minister Paul Martin brought down the 2002 Federal Budget, which included \$1.2 billion expenditure over 5 years to improve the infrastructure at border crossings as well as fund security measures, all designed to "keep Canadians safe, keep terrorists out and keep the borders open" according to Mr. Martin. "If we are to create the most modern border in the world, we must invest in the physical infrastructure that supports it: First-class road access, new truck processing centers and intelligent transportation systems that pre-clear vehicles," Mr. Martin said in his Budget speech.

Border issues are a major concern of all stakeholders in the Canadian auto industry as more than 80% of all auto production in Canada is exported, mainly to the US. Of the US \$1.3 billion in goods that cross daily between Canada and the US, it is estimated that about 25% is automotive related. In response to the security issues raised by the events of September 11, and to respond to initiatives set out in the Smart Border Declaration, several auto industry representatives from Canada and the US have established the 'Canada-US Automotive Border Council'. The Council is currently preparing a brief for the respective governments with recommendations based on the auto industry's assessment and priorities of the '30 point plan' for specific measures at the border to maintain secure, efficient and unimpeded trade flows. There is broad agreement among automotive and other trade-reliant industries in both countries that through coordinated risk assessment, technology and pre-clearance of low-risk goods and individuals, border authorities would be able to concentrate resources on unknown or potential high-risk goods and travellers. The challenge is to achieve physical and economic security, with borders that are secure, efficient and open, bilaterally with the US and multilaterally with other trade partners.

New Chairman, President at Toyota Canada



Mr. K. Tomikawa,
President



Mr. Y. Nakatani,
Chairman

The new year has brought changes to the senior executive ranks at Toyota Canada (TCI). As of January 1, the former President of TCI, Yoshio Nakatani relinquished responsibilities for day-to-day operations to become Chairman of TCI, and Kenji Tomikawa was appointed President & CEO of Toyota Canada.

Mr. Tomikawa was previously General Manager in the Americas Division at Toyota Motor Corporation (TMC) in Japan, but he is no stranger to Canada. From 1996 to 1999, Mr. Tomikawa was Executive Coordinating Officer and Assistant to the President of Toyota Canada. So he knows Canada and the Canadian market very well as a senior member of the TCI executive team under Mr. Nakatani's leadership in the late 1990's.

Mr. Tomikawa graduated in 1970 from Nagoya University, where he majored in Economics. He joined Toyota Motor Corporation in 1970 and has served in various overseas offices of TMC including Africa, the Philippines and Canada. JAMA Canada welcomes Mr. Tomikawa back to Canada, and wishes him well in his new responsibilities at TCI.

In addition to his new role as Chairman of TCI, Mr. Nakatani continues to be active in the auto sector as Chairman of JAMA Canada, and in Canada-Japan relations as Vice-Chairman of the Japan Society and as an outspoken advocate of a Canada-Japan free trade agreement.

Mitsubishi to offer Canadian consumers a full product line in September, 2002

Mitsubishi Motors executives announced recently that their Canadian sales launch has been moved up to the fall of this year, and that a full line of cars and sport utility vehicles will be available for Canadian consumers through a nationwide network of dealerships. Showcasing their full model line at the Toronto International Auto Show, company executives said they have set an ambitious launch plan for Canada and are confident of its success.

"We're bringing a full complement of vehicles," said Pierre Gagnon, president and chief operating officer of Mitsubishi Motor Sales of America, Inc. "That's a testament to our confidence in the Canadian market, and the strength of our products and our brand."

Gagnon said the early launch in Canada will help Mitsubishi Motors sustain its extraordinary momentum in North America. The company has posted a 69 percent increase in sales over the past three years.

"After three consecutive years of record sales, record profits, record brand awareness and record market share in the United States, we are now ready to make a strong entry into the Canadian market," Gagnon said.

Randy Sears, senior vice president and general manager for Canadian operations, said Mitsubishi Motors is aiming to have 51 dealers in 23 regional markets by early 2003, with the dealer network expanding to 150 by 2007. The company expects first-year sales volume of 20,000 vehicles in 2003, rising to 37,000 in 2007.

"The tremendous response from potential dealers makes us confident that our projections for this market are well within reach," Sears said.

Gagnon said that in addition to its 8 current models, Mitsubishi plans to launch three new products in the next 12 months for a total of 11 overall. He and Sears said they are particularly excited about the sales prospects in Canada for Lancer, the compact sedan launched in the U.S. in August.

In addition to Lancer, the company displayed its Montero, Montero Sport, Eclipse, Eclipse Spyder, Galant and Diamante models in both the Montreal and Toronto International Auto Shows. Mitsubishi Motors is the 4th largest Japanese carmaker in North America based on U.S. sales, and among the fastest growing with a 69 percent sales increase over the past three years.

Honda Canada to build new Pilot SUV at the Alliston plant

In the wake of the recent start-up of Honda's newest plant in Alabama, which has been designated to become the lead facility for production of the Odyssey minivan in North America, Honda Canada announced just before Christmas that HCM in Alliston will begin full scale production of the new Pilot sport utility vehicle in the spring of 2002. While the bulk of Odyssey output shifts to Alabama, HCM will continue to make the Acura MDX, and add the Pilot, which is likely to replace the Honda Passport, an SUV which is not sold in Canada, and is currently made by Isuzu at the Subaru-Isuzu America plant in the US.

Honda Canada also announced that production capacity at Plant 2 (Odyssey, MDX and Pilot) would increase by 10,000 to 190,000 units/year with the addition of the Pilot. HCM will have the flexibility to make any of these three vehicles, with the ability to shift among them depending on market demand.

HCM will continue to make the Honda Civic and Acura 1.7EL in Plant 1 at the current two-shift capacity of 170,000 units. With this expansion, Honda Canada's total production capacity at 360,000 units is more than double their record 2001 sales in Canada of 150,000 vehicles. Approximately 80% of HCM's output is exported to various countries including the US, Mexico and Japan.



Honda Pilot SUV

Accelerated Tariff Elimination under NAFTA

In early January, International Trade Minister Pierre Pettigrew announced that Canada, the US and Mexico have agreed to accelerate the elimination of NAFTA tariffs on a range of products as of January 1, 2002.

"Tariff acceleration is an industry-driven exercise. This announcement underscores the continuing success of the NAFTA and the importance to industry of tariff-free access," said Minister Pettigrew. "Eliminating Mexican tariffs for certain products on January 1, 2002, rather than January 1, 2003, will make Canadian exporters more competitive in the Mexican market."

Mexico will eliminate tariffs for such products as most motor vehicles, certain wood pulp, railway stock parts, graders and levellers. For its part, Canada is eliminating tariffs on motor vehicles originating in Mexico. The estimated value of two-way trade in the goods for this package is approximately \$3.1 billion. Tariffs on qualifying goods traded between Canada and the United States have been duty-free since January 1, 1998. The United States and Mexico have also agreed on a tariff acceleration package.

Ray Tanguay appointed President of TMMC plant in Cambridge



Mr. R. Tanguay

Real (Ray) Tanguay has been named the first Canadian President of Toyota Motor Manufacturing Canada Inc. (TMMC), effective March 1, 2002. As part of the executive team for the last 11 years, he has been instrumental in establishing TMMC as a leader in the North American automobile industries in safety, quality and productivity.

Mr. Tanguay's appointment is consistent with Toyota's steady progress to becoming a global corporation. "Over the past decade and a half, Toyota has made tremendous strides as we have localized production and suppliers", said Teruyuki Minoura, President of Toyota Motor Manufacturing North America (TMMNA). "Ray's promotion to President signals the continued evolution of our localization commitment, as we develop talented management in the countries where we make our products."

Ray joined TMMC in 1991 as General Manager in charge of general affairs and information systems. In 1993, he became Vice-President in charge of manufacturing and engineering. He became Senior Vice-President of TMMC in 2000, with responsibility for human resources, general affairs, information systems, purchasing, and production control. His leadership has been behind innovations in various areas at Toyota, including information technology and logistics. He is also a director of Canadian Autoparts Toyota Inc. (CAPTIN), Toyota Canada Inc. (TCI), Toyota Credit Canada Inc. (TCCI), and TMMC.

Ray replaces Takanori Sakaue who is returning to Toyota Motor Corporation in Japan after three and a half years as head of the Canadian assembly operation. Mr. Sakaue's tenure was distinguished by a series of milestones. In 1999, TMMC produced its first Solara convertible. Later that year, it was announced the facility

would be the first overseas plant to build the company's flagship Lexus brand. And just last month, TMMC started building the ninth generation Corolla and first generation Matrix.

"I am honored to have been a part of Toyota's growth in North America in general and Canada in particular," said Mr. Sakaue. "The success Toyota has enjoyed in Canada is directly proportional to the quality of the people who work here." "Our vision for TMMC is to be North America's most admired manufacturing operation," Tanguay stated. "I am humbled by the opportunity and excited by the challenges. We have a great core of Canadian team members who understand what it takes to build some of the best vehicles in North America. I am honored to be a part of such a great team."

With Lexus production just over a year and a half away, Mr. Tanguay takes over the top position in Cambridge as the organization is entering a critical period in its history. "The Lexus announcement was a big vote of confidence in our Cambridge plant," said Mr. Minoura. "Installing Ray as Cambridge's first Canadian president, is another example of the confidence we have in our Canadian manufacturing operations."

The Cambridge plant builds the Corolla and the Matrix. It also manufactures the Camry Solara in both hardtop and convertible versions. When Lexus production starts in 2003, it will have an annual capacity of 220,000 vehicles. TMMC has seven J.D. Power and Associates plant quality awards, most recently earning its fourth Gold Plant Award in 2001.

Originally from Northern Ontario, Ray enjoys boating in the summer, and cross-country skiing and snowmobiling in the winter.

AJAC 2002 Car of the Year & CAA Pyramid Awards



Nissan Altima takes three AJAC 2002 Awards

JAMA Canada members have been recipients of several recent awards for the AJAC (Automotive Journalists of Canada) 2002 Canadian Car of the Year, and 2002 CAA (Canadian Automobile Association) Pyramid Awards.

AJAC 2002 Car of the Year:

- Best New Economy Car Mazda Protegé ES
- Best New Family Car Nissan Altima
- Best New Minivan Honda Odyssey
- Best New Design Nissan Altima
- Best New Sports Coupe Acura RSX
- Canadian Car of the Year Nissan Altima

AJAC Awards are determined by AJAC automotive journalists as a result of a four-day test comparing new or substantially new 2002 model year vehicles at Shannonville Motorsport Park in Belleville, Ontario. Some companies choose not to participate in the AJAC Awards.

■ See AJAC 2002... continued on page 6



Then, Now and Henceforth

I first attended the Tokyo Motor show in November of 1979. That was also a crisis year. The Iranian Revolution occurred in February and the oil shock was at full peak. Nevertheless, there was considerable optimism as the 23rd Tokyo Motor Show opened November 1, 1979 on a sunny afternoon at the Harumi Fairground. Then on November 4, mobs stormed the American Embassy in Tehran and the long hostage crisis began. Shortly thereafter the U.S. was hit with the worst recession since the 1930s.

Now, 22 years later, the usual bustle and enthusiasm of the show was again dampened. This time it was by terror and death in America, war in Afghanistan, and impending recession. The 35th Tokyo Motor Show opened quietly, absent the usual gala celebrations, and with respect for those who lost their lives in New York and Washington. In all there was a persistent recognition that the world had forever changed.

The focus at this year's show was clearly on new technology – hybrid and electric technology, ways to accommodate the physically challenged, new means to maximize limited interior space, etc. However, most impressive was the degree to which the technological challenge is being met on a multinational and multi-company basis. For example:

- The Ford booth, featuring a teal green Thunderbird was closely integrated with the displays of its affiliated companies, Mazda on one side, Volvo on the other and Land Rover, Jaguar and Aston Martin nearby.
- General Motors' booth, featuring its newly introduced Chevrolet Cruze designed and built with Suzuki, flowed into GM's Opel and Saab display and then into the presentations of GM's allied partners, Isuzu, Subaru and Suzuki.
- DaimlerChrysler, sporting a brilliant purple convertible PT Cruiser and a florescent green Jeep stood next to the sleek black Mercedes group. Across the aisle was DC's partner Mitsubishi.
- And the list goes on: Nissan stood next to its partner Renault; BMW shared a display with its new Mini from the old Rover Group; Volkswagen was next to its newly acquired Rolls Royce, etc.

The 1979 show was organized around countries under the theme "vehicles connecting the world." Now it's impossible to organize that way. And the focus instead is on "the automobile's bright future."

The Future

The legacy of this year's Tokyo Motor Show will be found not so much in the tragedies that preceded the show but in the recovery to follow. The fact is that today's consumers crave mobility and treasure their freedom. They will continue to do so. And just as the auto industry bounced back from international crises and recession of the early 1980s, so also will the industrialized world and its auto industry recover and grow from whatever we must face in the months to come. I could see this promise in the show and in the crowds that became a part of it. It was also clear how this would be done. It will be done by strong companies meeting the technological challenges of the future, operating each with different strategies

and differing alliances but doing so as part of a worldwide industrial fabric.

For further information and updated monthly statistics, visit JAMA's website at: 'www.jama.or.jp/e_press/index.html'.

Motor Vehicle Industry in Japan		
Passenger Cars, Trucks, Buses		TOTAL
PRODUCTION ¹	Jan-Dec 01	9,777,191
	Jan-Dec 00	10,140,796
	% change	-3.6
EXPORTS ²	Jan-Dec 01	4,166,169
	Jan-Dec 00	4,454,885
	% change	-6.5
SALES/ REGISTRATIONS ³	Jan-Dec 01	5,906,469
	Jan-Dec 00	5,963,042
	% change	-0.9
IMPORT VEHICLE SALES ^{4*}	Jan-Dec 01	275,279
	Jan-Dec 00	275,452
	% change	-0.1

* (including models built by Japanese automakers overseas) source: 1,2-JAMA; 3-JADA, JMVA; 4-JAIA

Continued from page 5... AJAC 2002 and CAA Pyramid Awards

CAA 2002 Pyramid Award for Vehicle Ownership Satisfaction:

- Overall Vehicle Ownership Satisfaction Toyota Corolla (1993-1997 models)



Toyota Corolla

The 1993-1997 generation of the Toyota Corolla wins CAA's Pyramid Award for Overall Vehicle Ownership Satisfaction for having an average overall vehicle satisfaction score of 8.9 out of 10, an incidence of repair 60 percent lower than the average for vehicles in that age group, and an average repair cost 46 percent lower than the average for vehicles that age. Ninety-four percent of owners said they would repurchase their Toyota Corolla if they could go back in time to when they purchased it. This is the sixth time that Corolla has won this award since the CAA Pyramid awards began in 1983, and the record-breaking sixteenth Pyramid Award for Toyota.

- Light Truck Ownership Satisfaction Honda CR-V (1997-2001 models)



Honda CR-V

The 1997-2001 generation of the Honda CR-V takes home the 2002 Pyramid Award for Vehicle Ownership Satisfaction in the Light Truck Category for having an average overall vehicle satisfaction score of 8.8 out of 10, and an incidence of repair 94 percent lower than the average for vehicles in that age group. Ninety-three percent of owners said they would repurchase their CR-V if they could go back in time to when they purchased it.

The Pyramid Awards are based on an owner survey of more than nineteen thousand CAA members.