



AUTO QUARTERLY

Spring 2006
www.jama.ca

NEWSLETTER OF THE JAPAN AUTOMOBILE MANUFACTURERS ASSOCIATION OF CANADA

Honda's 3rd manufacturing plant in Canada: 4 cylinder engines

Honda Canada announced in May that a new \$154 million engine plant will be built near their two vehicle assembly plants in Alliston Ontario. In addition to creating 340 new jobs in Ontario, the new engine plant will build approximately 200,000 four cylinder engines a year to support HCM built vehicles, namely the Civic and Acura CSX models.

The announcement was part of Honda's global strategy called '2010 Vision', which will also include a new assembly plant in the US and introduce new environmentally friendly products in North America. Honda's vehicle manufacturing capacity in North America will expand to 1.6 million vehicles per year, and about one third of the total will be in Canada.

"Honda proudly contributes a third manufacturing plant to Canada," said Hiroshi Kobayashi, president and chief executive officer, Honda Canada Inc. "Today's announcement supports Honda's global strategic manufacturing focus of bringing manufacturing and sales operations to the local market to better respond to customer needs."

"Honda has a world-wide reputation for tremendous quality and continuous innovation. Canada and Canadian workers share that reputation, and I'm very pleased that Honda has recognized that by investing in a new Alliston engine plant," said Maxime Bernier, Minister of Industry. "Today's announcement represents not only the direct creation of hundreds of new manufacturing jobs, but also hundreds of other new jobs in the construction and auto parts sectors as the plant is built and comes on-line."

"Honda's unique greenfield investment in Alliston is one more vote of confidence in our province and another boost for Ontarians who rely on a strong auto industry for their prosperity and quality of life," said Joseph Cordiano, Economic Development and Trade Minister. "Honda's third major investment in our province tells the world that Ontario is the best place to be when it comes to investing in automotive parts and assembly."

To respond to flexible changes in the North American market and to meet Honda's projected sales increase, local production in the U.S. will also be expanded to include an auto production plant with a capacity of approximately 200,000 units. Plant operation is scheduled to begin in 2008 and site selection has already entered its final stage. Expansion of the U.S. engine, transmission and powertrain component production in Ohio and Georgia is also part of corporate initiatives announced in a wider global strategy in Japan today by Honda Motor Co., Ltd. As a result, North American automobile production capacity will increase from 1.4 million to 1.6 million units in 2008.



JAMA Canada presents a copy of **A Short History of the Japanese Automotive Industry in Canada** to Ontario Premier Dalton McGuinty and Minister of Economic Development & Trade, Joe Cordiano. (left to right) Sandy di Felice, Honda Canada; John Junker-Andersen, Nissan Canada; Ken Tomikawa, Toyota Canada & Chairman, JAMA Canada; Hon. Dalton McGuinty, Premier of Ontario; David Worts, JAMA Canada; Hon. Joe Cordiano, Minister Economic Development & Trade; Stephen Beatty, Toyota Canada; Mitchell Foreman, Hino Motors Canada. This publication is available on our website – www.jama.ca

Honda's "2010 Vision" is a long-term corporate initiative "to become a company that society wants to exist". Initiated in 1998, this three-part 2010 Vision calls for the expansion of Honda's global operations through the year 2010 by creating new value for the customer, expanding local operations through **glocalization**, and advancing environmental and safety technologies through a commitment for the future.

As part of this commitment, Honda today also announced on a global basis, it will introduce an all-new dedicated hybrid car and a new 4-cylinder diesel engine.

See **Honda's 3rd manufacturing plant...** continued on page 5

IN THIS ISSUE

Honda's 3rd manufacturing plant in Canada: 4 cylinder engines	1, 3
Hino truck plant opening ceremony in Woodstock	2
Don Romano appointed President of Mazda Canada	2
Sales & production in Canada show steady growth	2-3
JAMA Canada supports enhanced trade with Japan	4-5
Environment Canada 2006 Report: lower NOx emissions in Canada	5
Survey Results of FY2005 Passenger Car Market Trend in Japan	6
Suzuki XL 7 to be built at CAMI in 2006	6

Hino truck plant opening ceremony in Woodstock



The official ribbon cutting for the new Hino truck plant in Woodstock Ontario.

On a warm sunny day in early June, Hino Motors Canada officially opened their new truck plant in Woodstock Ontario. Special guests who spoke at the ceremony included Ontario Minister of Labour Steve Peters, Mayor of Woodstock Michael Harding, Hino Motors Chairman Tadaaki Jagawa, Hino Motors Canada President Hiro Omori, Joe Beamson, VP & GM Manufacturing, and Mitch Foreman, Vice President, Hino Motors Canada.

To celebrate the new plant and in the spirit of a good corporate citizen, Hino announced three scholarships for Woodstock high schools students worth \$2,500 each, as well as the donation of a practice truck for the Woodstock campus of Fanshawe College.

At the beginning of April 2006, Hino Motors Canada quietly started production of commercial trucks, only six months after taking over a former seating plant in Woodstock Ontario. For the first phase, Hino, a Toyota group company, has the capacity to make about 2,000 commercial vehicles (Class 4 to 7 medium duty trucks), exclusively for the Canadian market.



Hino Motors Canada truck plant in Woodstock, Ontario

Don Romano appointed President of Mazda Canada



Don Romano, President, Mazda Canada Inc.

In April, Donald Romano was named president of Mazda Canada Inc., Mazda's fourth largest national sales company and the third ranked Japanese brand in Canada.

Formerly vice president of marketing for Mazda North American Operations (MNAO), headquartered in Irvine, California, he was responsible for overseeing brand development, business planning and global integration.

Before that he was general manager of business operations for MNAO's Western Region.

Since joining Mazda, he has played a key role in promoting national incentives and advertising in local dealer markets in the United States. Romano was responsible for overseeing a department within marketing that focused on maximizing retail demand. As general manager of the Western Region in the US, Romano helped increase the region's sales share from the second smallest in the nation to the second largest.

He began his career with Nissan Motor Corporation, where he held a number of positions, including corporate model line marketing manager, corporate sales operations manager and regional marketing manager for the Infiniti Division of Nissan.

Romano is married with four children. He graduated with a bachelor's degree in business administration from California State University, Long Beach and received an MBA from Pepperdine University.

JAMA Canada extends a hearty welcome to Mr. Romano and best wishes for continued success at Mazda Canada.

Sales & production in Canada show steady growth

Japanese automakers' light vehicle sales gained 5.4% to 103,280 units in the first three months of 2006, lead by an 8.3% improvement in light trucks. Car sales were up 4.2%. In a turnaround from last year, sales of vehicles built in Japan gained 8.7%, while NA built models were ahead 3.6% in the first quarter. Among individual companies, Toyota was the volume leader with sales of 36,416 units, up 10.0%. Suzuki sales recorded the highest growth, up 42.6% to 2,585 units. Mazda sales jumped 18.7%, and Subaru gained 4.9% compared to 2005. Honda was up marginally 0.8%. Nissan and Mitsubishi were in negative territory down 9.2% and 3.9% respectively. Japanese market share to date grew to 30.8% compared to 30.0% in the same quarter last year.

Total new vehicles sales in Canada through the first quarter of 2006 are ahead of analysts expectations, having risen 2.6% to almost 335,000 units compared to the first three months of 2005. Passenger cars were ahead 3.6%, while light trucks were up 1.6% over the 1Q last year. Combined sales at the "Big Three" (GM, Ford

See *Sales & production in Canada...* continued on page 3

Light Vehicle Sales in Canada, by Company

Company	Jan-Mar 2006			Jan-Mar 2005			% Change		
	CARS	TRUCKS	TOTAL	CARS	TRUCKS	TOTAL	CARS	TRUCKS	TOTAL
HONDA	21,305	7,640	28,945	19,813	8,910	28,723	7.5	-14.3	0.8
N.A. Built	19,396	5,444	24,840	18,099	5,551	23,650	7.2	-1.9	5.0
Japan Built	1,909	2,196	4,105	1,714	3,359	5,073	11.4	-34.6	-19.1
TOYOTA	25,250	11,166	36,416	24,778	8,334	33,112	1.9	34.0	10.0
N.A. Built	18,665	5,698	24,363	17,269	5,049	22,318	8.1	12.9	9.2
Japan Built	6,585	5,468	12,053	7,509	3,285	10,794	-12.3	66.5	11.7
MAZDA	12,675	2,457	15,132	10,665	2,080	12,745	18.8	18.1	18.7
N.A. Built	2,407	1,835	4,242	2,574	1,560	4,134	-6.5	17.6	2.6
Japan Built	10,268	622	10,890	8,091	520	8,611	26.9	19.6	26.5
NISSAN	7,654	6,627	14,281	8,938	6,786	15,724	-14.4	-2.3	-9.2
N.A. Built*	6,496	2,771	9,267	7,512	3,122	10,634	-13.5	-11.2	-12.9
Japan Built	1,158	3,856	5,014	1,426	3,664	5,090	-18.8	5.2	-1.5
SUZUKI	1,504	1,081	2,585	1,245	568	1,813	20.8	90.3	42.6
N.A. Built	0	0	0	0	0	0	0.0	0.0	0.0
Japan Built	1,504	1,081	2,585	1,245	568	1,813	20.8	90.3	42.6
SUBARU	2,484	1,011	3,495	2,476	855	3,331	0.3	18.2	4.9
N.A. Built	1,255	231	1,486	1,254	16	1,270	0.1	1343.8	17.0
Japan Built	1,229	780	2,009	1,222	839	2,061	0.6	-7.0	-2.5
MINI	1,479	947	2,426	1,506	1,018	2,524	-1.8	-7.0	-3.9
N.A. Built	666	295	961	565	318	883	17.9	-7.2	8.8
Japan Built	813	652	1,465	941	700	1,641	-13.6	-6.9	-10.7
TOTAL	72,351	30,929	103,280	69,421	28,551	97,972	4.2	8.3	5.4
N.A. Built	48,885	16,274	65,159	47,273	15,616	62,889	3.4	4.2	3.6
Japan Built	23,466	14,655	38,121	22,148	12,935	35,083	6.0	13.3	8.7

* car sales include Mexican built

Source: AIAMC, DesRosiers Automotive Consultants Inc.

Motor Vehicle Production in Canada

	Jan-Mar 2006	Jan-Mar 2005	% Change
HONDA (HCM)	98,308	100,856	-2.5
TOYOTA (TMMC)	85,524	78,983	8.3
CAMI	45,776	44,440	3.0
TOTAL	229,608	224,279	2.4

Source: JAMA Canada

Motor Vehicle Exports from Canada

	Jan-Mar 2006	Jan-Mar 2005	% Change
HONDA (HCM)	73,687	81,553	-9.6
TOYOTA (TMMC)	67,272	62,585	7.5
CAMI	37,326	41,675	-10.4
TOTAL	178,285	185,813	-4.1

Source: JAMA Canada

Vehicle Imports (Shipments) to Canada

	Jan-Mar 2006	Jan-Mar 2005	% Change
JAPAN	60,505	49,400	22.5
U.S./MEXICO	35,126	43,889	-20.0
TOTAL	95,631	93,289	2.5

Source: JAMA, JAMA Canada

• Continued from page 3... **Sales & production in Canada**

and the Chrysler division of DaimlerChrysler) slid 1.2%, entirely due to slower sales at GM down 8.8%. By comparison, Ford and Chrysler brands were up 8.1% and 5.9% respectively.

European automakers' sales climbed 19.1% in the first quarter to 21,040 units for a 6.2% market share, while Korean brands were up 11.8% to 20,146 units for a 6.0% market share.

Production, Exports & Imports

Vehicle output at Japanese affiliated plants in Canada (HCM, TMMC and CAMI) rose 2.4% in unit volume to 229,608 light vehicles during the first quarter of 2006. While TMMC and CAMI were up 8.3% and 3.0% respectively, production at HCM slipped 2.5% compared to last year.

Exports from Canadian plants declined 4.1% to 178,285 units in the first quarter with both CAMI and HCM down 10.4% and 9.6% respectively. Shipments from Toyota's Cambridge plant were up 7.5% over 2005. Lower exports may result from softer demand in the US as well as higher demand in Canada, particularly for popular models such as the Honda Civic, the best selling vehicle for the past eight years.

Overall imported vehicles from plants overseas and in NAFTA increased 2.5% in the first three months to 95,631 units. While shipments from Japan grew 22.5% to 60,505 units, imports from Japanese owned plants in the US and Mexico fell 20% to 35,126 units. Overall, Canada continues to be a net exporter of finished vehicles with almost twice as many vehicle exports as imports.

JAMA Canada supports enhanced trade with Japan

With motor vehicles and auto parts representing 24.5% of total bilateral trade between Canada and Japan last year of over \$23 billion, JAMA Canada enthusiastically supports efforts to further liberalize our trade and investment relationship including consideration of a comprehensive free trade agreement.

Canada and Japan have over 75 years of diplomatic relations and an even longer trade relationship that began over a century ago. In the past 30 years, a number of initiatives have been established to facilitate trade and investment, such as the Canada Japan Framework for Economic Cooperation in 1976, the Canada Japan Business Committee, which re-structured after 25 years in 2002, and the Canada Japan Forum. In spite of these efforts, total bilateral trade remains fairly stable in overall value terms but is gradually declining relative to overall global trade.

Over the past twenty years, Japanese foreign direct investment in Canada has been led by motor vehicle and related parts manufacturers. What's more, investment continues to expand in Canada to supply markets in North America. At the same time, there is growing Japanese interest in innovative Canadian leading-edge technologies related to fuel cells, light materials and industrial processes such as hydroforming. It should also be noted that both geography and cold weather have attracted Japanese automakers to conduct cold weather research in northern Ontario and Manitoba.

While these auto sector developments are encouraging, more needs to be done to challenge the status quo of our bilateral relationship. With the Canada US FTA in 1989, Canada pursued deeper economic integration with the US to the benefit of both countries. Japan in 1990 entered an extended "post-bubble" period of economic malaise that now appears to be over amid clear signs of a sustainable economic recovery. With the headlong rush into rapidly developing markets in China, India and other Asian countries, Japan not only remains the second largest economy after the US, but is in a favourable position for Canada and for Canadian companies as a base for broader strategic initiatives in Asia. Overall, there is a need for both governments and the private sector to engage in an expanded dialogue to find ways to deepen and strengthen our economic and trade partnership.

Since JAMA Canada was established in 1984, our association has been active in support of liberalized international trade: the Canada-US FTA, the NAFTA, the Uruguay Round of GATT, the APEC Automotive Dialogue and the establishment of the WTO.

Japan has been active in recent years with bilateral trade negotiations including an FTA with Mexico, ongoing talks with South Korea and the prospect of discussions with Australia. With the signing of the Economic Framework with Canada last year, we feel an opportunity is at hand that should be given full consideration. Moreover, in light of the current negotiations taking place between Canada and South Korea, we have no hesitation in supporting a proposal to enter bilateral free trade negotiations between Canada and Japan.

The importance of liberalized trade for the Canadian auto industry:

With a relatively small domestic market, Canadian policy makers have recognized the dependence on, as well as the benefits of, liberalized trade and foreign investment needed to support a globally competitive industry. The auto sector is highly integrated in North America as a result of various trade agreements including the 1965 US/Canada Auto Pact, the Canada / US Free Trade Agreement in 1989 and the NAFTA in 1994. With the benefit of open and duty free access to the large US market, the auto sector in Canada has been able to sustain a much larger production base than the domestic Canadian market requires by itself. Moreover, all vehicle manufacturers in Canada are foreign owned.

Canada has had structural automotive trade surpluses for the past two decades due to the fact that the vast majority of automotive production is exported. In 2005, Canada's overall auto trade surplus stood at \$4.9 billion, with a \$24 billion surplus in finished vehicle exports and over \$18 billion deficit in automotive parts. Due to industry integration since 1965, most of Canada's auto related production is exported to the US. Last year, the automotive surplus with the US was \$21.9 billion (comprised primarily of \$34.2 billion surplus in finished vehicles, and \$11 billion deficit in auto parts).

Bilaterally, Canada has also auto trade deficits with major non-US trading partners including Japan, Korea and a number of European countries as most of the vehicles sold in Canada are imported – from the US, Mexico, Europe and Asia.

But as a result of over \$6 billion Japanese automakers' investment in Canadian manufacturing plants, Canada has been a net exporter of Japanese brand vehicles every year since 1993. In 2005, over 550,000 vehicles were exported from Honda and Toyota plants in Canada, almost three times the 192,000 vehicles that were imported from Japan by all JAMA Canada members. Moreover, five of every eight Japanese brand vehicles sold in Canada are now built in North America.

The steady growth of the Japanese auto industry in Canada over the past 25 years and the now expanding Canadian automotive presence in Japan has begun to add depth to the range of mutual benefits. Since 2000, while still modest in scale, exports of auto parts to Japan have grown six fold – from \$11 million to \$67.8 million in 2005. At the same time greater industrial cooperation and investment in Canada has opened up business opportunities, technology transfer and Canadian parts investment in Japan:

ABC Group Japan	<i>technical / engineering centre</i>
Magna International	<i>expanding engineering offices in Japan</i>
Woodbridge Group	<i>manufacturing plants in Japan with JV partner Inoac</i>
F&P	<i>technology transfer</i>

Historically Canadian auto exports to Japan have also been modest. Finished vehicle exports to Japan peaked in 1999 – 2000 due to shipments of a specially made Odyssey minivan from Honda's Alliston plant. But vehicle exports have since fallen from 4,800 in

See **JAMA Canada supports enhanced trade...** continued on page 5

• Continued from page 4... **JAMA Canada supports enhanced trade**

1999 to about 1,200 last year, due primarily to Honda's need for production capacity to meet growing demand in North America, but also limited demand in Japan.

More intense competition ultimately improves products and broadens choice, which benefits consumers. Closer cooperation offers new business opportunities, technology sharing, lower costs and efficiency gains to name a few. There is no doubt that today the Canadian auto industry is stronger, more globally competitive and better able to meet the ever-increasing demands of the consumer as a result of liberalized trade in NAFTA and GATT / WTO.

In spite of our success to date, global competition is intensifying, requiring automakers to constantly find ways to reduce cost, including the cost of regulation and the associated administrative burden. At the same time, the rising cost of developing new technology and the growing reliance on global supply chains are creating opportunities for cooperation and strategic alliances.

Our intention in proposing an FTA is not only to address current impediments to trade and investment and thereby deepen our bilateral commercial relationship, but also to create an impetus for collaborative opportunities between Canadian and Japanese business in other markets in Asia and around the world.

• Continued from page 1... **Honda's 3rd manufacturing plant**

To be launched in North America in 2009, the all-new hybrid will have an annual projected North American sales volume of 100,000 units. Produced at Honda's Suzuka plant in Japan, the target price is lower than the current Civic Hybrid.

A new 4-cylinder diesel engine will also be introduced in the next 3 years. Based on the highly successful direct injection diesel engine technology currently offered in Europe, it will meet the U.S. EPA's stringent Tier 2 BIN 5 emissions standards.

In addition to the introduction of these new models, Honda will seek to achieve top-level fuel economy for existing models to improve Honda's already industry-leading Corporate Average Fuel Economy (CAFE). This effort will include the previously announced commitment to introduce within the next two years a more advanced version of Honda's four-cylinder i-VTEC(TM) technology with up to a 13 per cent improvement in fuel efficiency over 2005 levels, and a more advanced Variable Cylinder Management (VCM) technology for six-cylinder engines with up to an 11 per cent improvement in fuel efficiency versus the current VCM system in the Honda Odyssey minivan.

"At Honda we have built our brand on dependability, reliability and quality and today we enhance it by ensuring that we'll bring customers cleaner, environmentally efficient vehicles that are fun-to-drive," said Kobayashi. "And now we'll also be proud that more of the vehicles will be manufactured in North America, and proud that many will be powered by Canadian-built engines."

Honda Canada Inc. began operations in 1969 establishing its first manufacturing facility in 1986, followed by a second plant in 1998. Honda Canada Inc. employs approximately 5,100 Associates. At its two facilities in Alliston, Ontario, Honda of Canada Mfg. annually manufactures 390,000 vehicles and purchases two billion dollars of goods from Canadian-based suppliers.

Environment Canada 2006 Report: lower NOx emissions from vehicles in Canada

The latest report from Environment Canada on NOx emissions from the Canadian vehicle fleet in 2004 confirms that the new cars and light trucks sold in Canada significantly outperformed the requirements set by Environment Canada in their *On-Road Vehicle and Engine Emissions Regulations* of December 2002. According to the Emission Projections Working Group, cars and light duty trucks represent less than 10% of Canadian smog forming emissions and are one of the only key sectors forecast to provide significant reductions in the future.

Mark Nantais, President of the Canadian Vehicle Manufacturers' Association stated that "the accelerated roll out of advanced emissions control technology reinforces the industry's commitment to clean air. The latest emissions controls are so effective that over 99% of all smog causing tailpipe emissions have been eliminated. In fact, this information clearly shows that Canadian cars, light trucks and medium duty passenger vehicles are only a small contributor to smog forming emissions and that the Canadian new vehicle fleet is significantly cleaner and ahead of schedule in meeting the very stringent requirements of Canada's emission regulations."

"I am encouraged by the fact that the regulation standards were exceeded", said Environment Minister Rona Ambrose. "These regulations are ensuring that cleaner vehicles are being introduced into the Canadian market to further reduce emissions. When combined with our low sulphur gasoline, diesel fuel regulations and our renewable fuels strategy, they will help protect the health of Canadians and the environment".

David Adams, President of the Association of International Automobile Manufacturers of Canada commented that "the very positive performance of the Canadian industry clearly demonstrates that Canada's harmonized approach with the US EPA Tier 2 regulation has provided Canadians with the world's latest and most advanced emission control technology at the lowest cost. Canadians deserve clean air and the auto industry is doing its part to make that happen."

Each year, the new passenger vehicle fleet makes up approximately 8% of all vehicles on the road. As this new technology continues to be introduced and sold in the market, the impact of vehicles on air quality will be even further reduced.

For further information, the report is available on Environment Canada's website: www.ec.gc.ca/ceparegistry/documents/regs/nox_avg/intro.cfm.

Vehicle Class	2004 Regulatory Requirement	2004 Industry Performance
Light Duty Vehicles and Light-Light Duty Trucks	0.25 g/mi	0.20 g/mi
Heavy-Light Duty Trucks and Medium Duty Passenger Vehicles	0.53 g/mi	0.32 g/mi

Source: Fleet Average NOx Emission Performance of the 2004 Model Year Light-Duty Vehicles, Light-Duty Trucks and Medium-Duty Passenger Vehicles, Environment Canada

Report from Tokyo:

Survey Results of FY2005 Passenger Car Market Trend in Japan

The Japan Automobile Manufacturers Association (JAMA) has published the results of its passenger car market trend survey carried out in fiscal 2005. Passenger car surveys are conducted in odd-numbered years and target households nationwide, to determine ownership and user trends as well as future demand structure.

Based on 5,250 responses, survey results indicated that:

- **Household passenger car ownership stood at 78.8%**, roughly equal to the 79.2% recorded in the previous survey (fiscal 2003).
- **Multiple vehicle ownership stood at 38.3%**, up from 35.9% in 2003.
- In the multiple-vehicle ownership segment, there was **an increase in ownership of two or more passenger cars**.
- There was a **slight increase in the number of women who are principal drivers**. Principal drivers aged 50 years or older comprised 46% of all principal drivers.
- The **average period of passenger car ownership was 6.8 years**, an increase of 0.3 years from 2003, underlining a trend towards longer car ownership.

The survey also revealed or confirmed the following trends:

1. Continued downsizing

The shift to smaller cars (as defined by engine capacity) is a continuing trend.

2. Changes in used car demand

Purchasers replacing new vehicles with used vehicles represented 11% of all car purchasers, down from 15% in 2003. Purchasers replacing used cars with other used cars totalled 27%, down from 28% in 2003.

3. An increased potential need for assisted-mobility vehicles

Among households with a family member aged 75 or older, 29% identified themselves as households "in need of nursing care" (up from 22% in 2003). In that segment, vehicle use for nursing care stood at 91%, with 92% of the vehicles used for that purpose being for "private" (as opposed to business) use.

4. "Boomers" and "seniors" have different vehicle preferences

Compared to senior citizens, members of Japan's "baby boom" generation own more bonnet-type minicars, recreational vehicles, and used cars, and place greater importance on "overall interior comfort" and "backseat comfort" when making vehicle purchases.

For further details, visit JAMA's website at : www.jama-english.jp/index.html.



2007 Suzuki XL 7 will be made at CAMI in Ingersoll, Ontario starting later this summer.

Suzuki XL 7 to be built at CAMI in 2006

The new Suzuki XL 7 compact sport utility vehicle was unveiled at the New York Auto Show in April. The new model, which is popular with North American consumers, will be built at the CAMI plant in Ingersoll Ontario. Start-up of production is expected later this summer.

With the addition of the Suzuki XL 7, capacity at CAMI will increase to 260,000 units annually, and employment will rise to about 2,900. Currently, CAMI makes the Equinox and Torrent for GM. This expansion at CAMI is part of the 'Beacon Project' announced last year by General Motors.

CAMI is a 50/50 joint venture between Suzuki Motor and General Motors of Canada.

Motor Vehicle Industry in Japan		
Passenger Cars, Trucks, Buses		TOTAL
PRODUCTION ¹	Jan-Mar 2006	2,969,172
	Jan-Mar 2005	2,875,302
	% change	3.3
EXPORTS ²	Jan-Mar 2006	1,414,785
	Jan-Mar 2005	1,211,209
	% change	16.8
SALES/ REGISTRATIONS ³	Jan-Mar 2006	1,764,822
	Jan-Mar 2005	1,755,344
	% change	0.5
IMPORT VEHICLE SALES ⁴	Jan-Mar 2006	70,886
	Jan-Mar 2005	69,202
	% change	2.4

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