

TGMS Japan Monthly Report

CY25 December

**Tomura
Global Mobility
Strategy**

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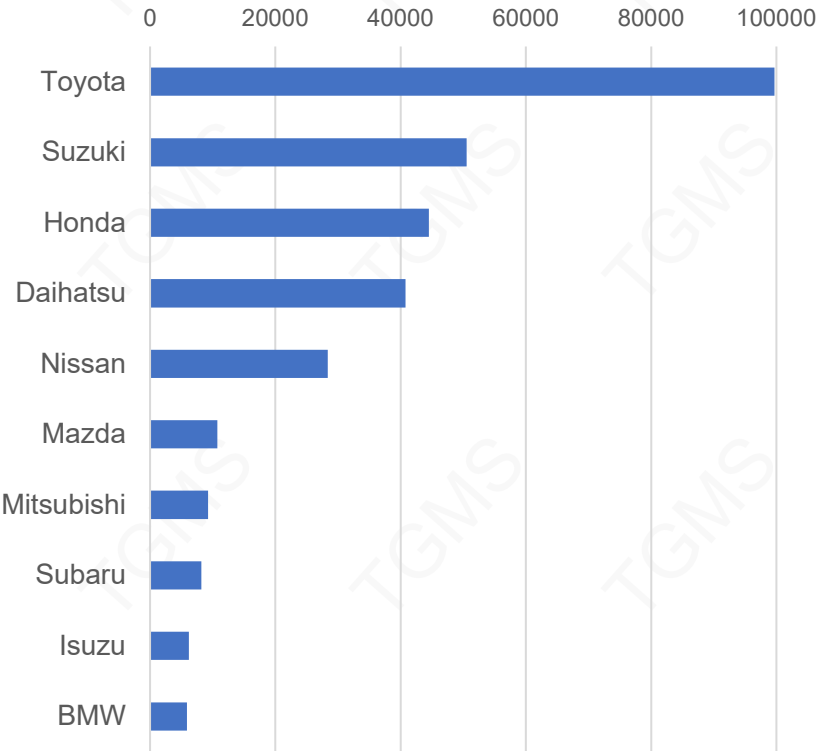
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Propulsion Mix (HEV/PHEV/BEV/FCV)	

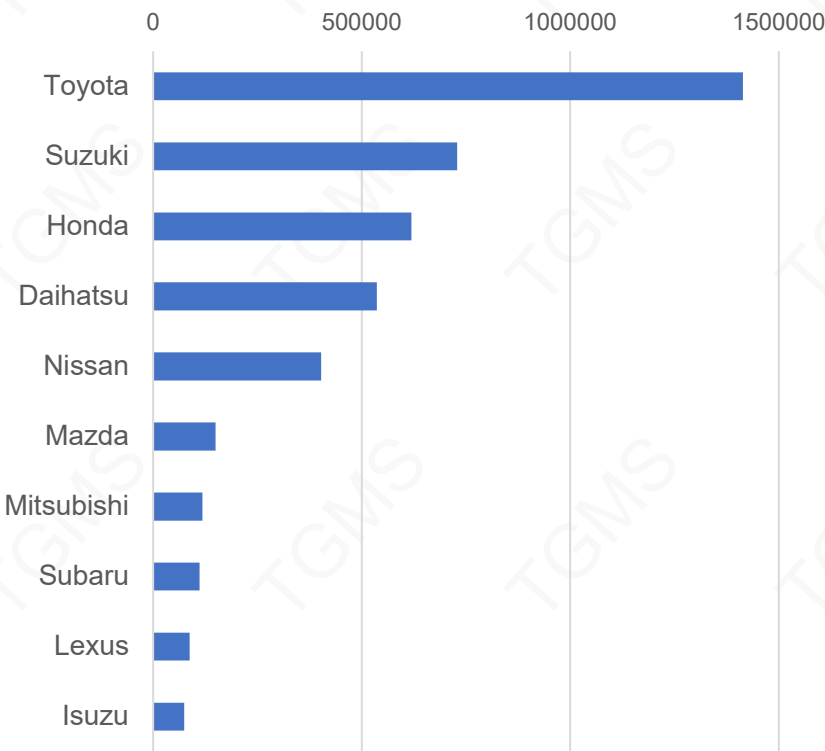
Japan December 2025 Automobile Sales Volume Flash Report

CY25/12	VS. CY24	VS. Nov	CY25 Full Year	YOY %
335,459	1.7%	-9.3%	4,565,777	3.3%

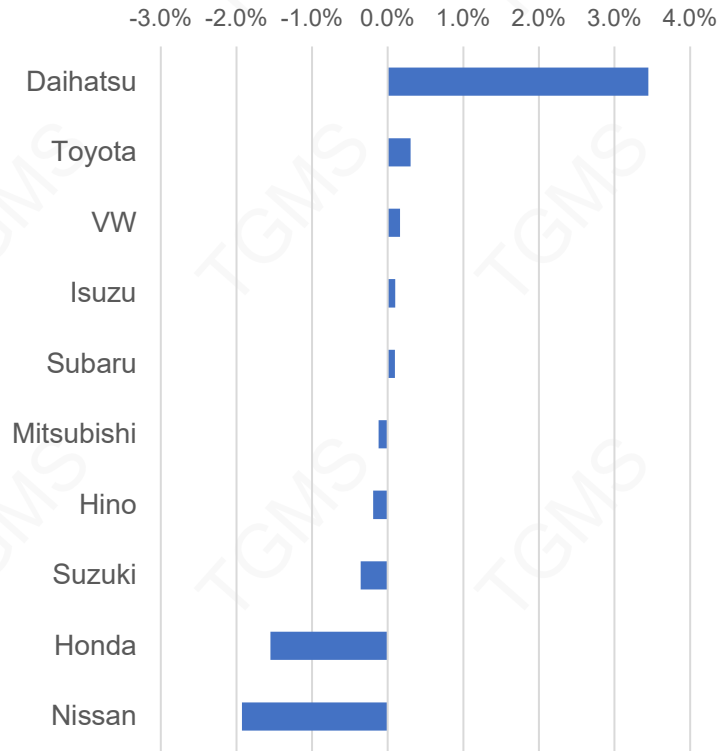
Top 10 OEM (Dec '25)



Top 10 OEM (CY25 Full Year)



CY25 Share Over/Under CY24



Source: JADA, TGMS harmonized

- Toyota continued to lead the market in December, followed by Suzuki.
- CY25 showed a largely stable competitive structure. Daihatsu recovered from its emission-related disruption, while Nissan recorded a c.2ppt share decline over the year.

Further details, please contact naoki@tgmsstrategy.com