

TGMS Japan Monthly Report

CY25 November

**Tomura
Global Mobility
Strategy**

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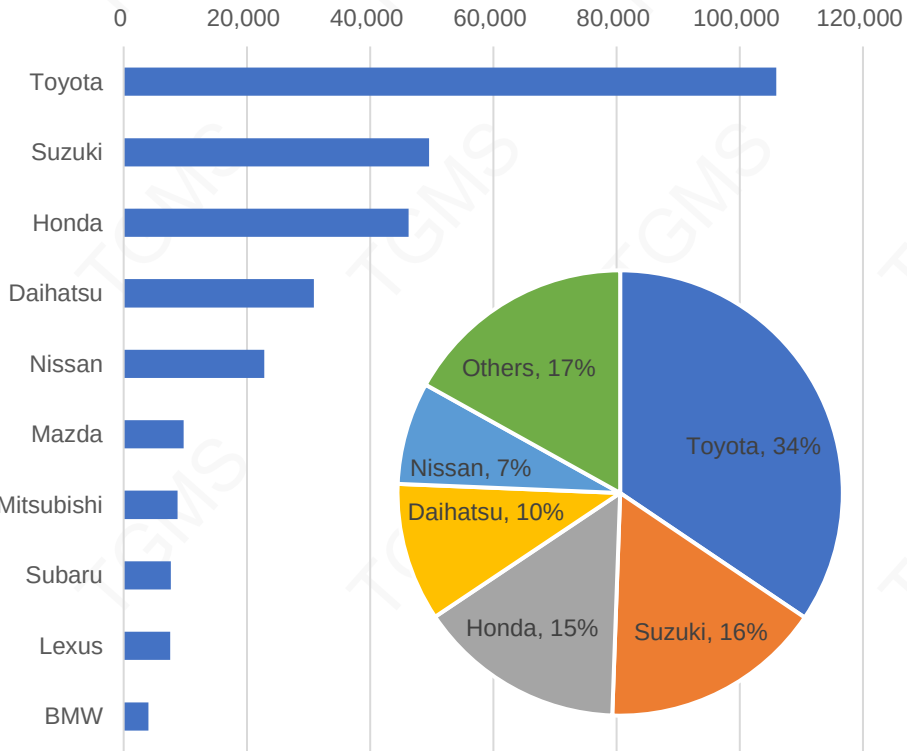
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YTD Passenger / CV Mix	
YTD Registered Vehicle / Kei Mix	
Top 15 Brands	
CY25 vs. CY21 share shift	
Propulsion Mix (HEV/PHEV/BEV/FCV)	

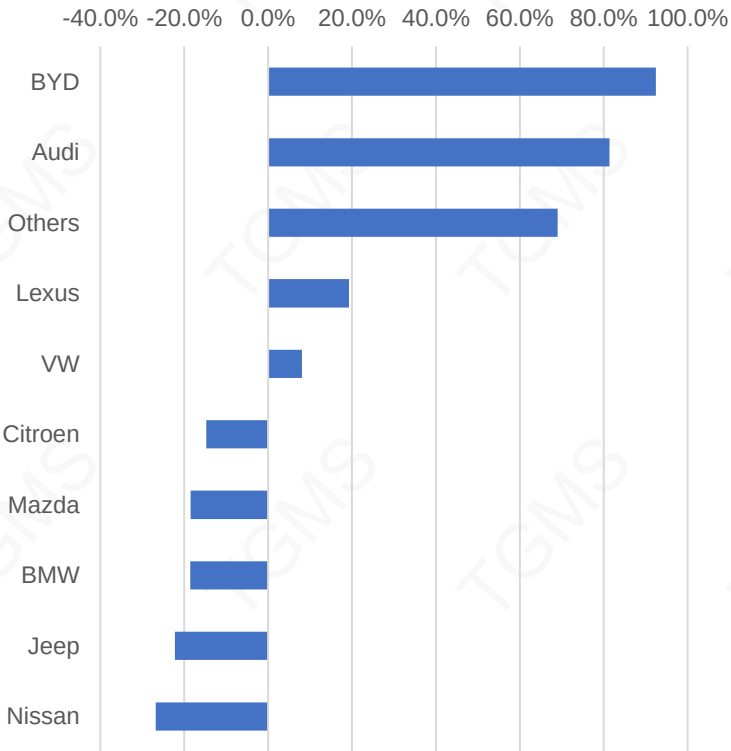
Japan November 2025 Automobile Sales Volume Flash Report

CY25/11	VS. CY24	VS. Sep	CY25/11 YTD	YOY %
307,466	-7.0%	-6.4%	4,230,318	3.4%

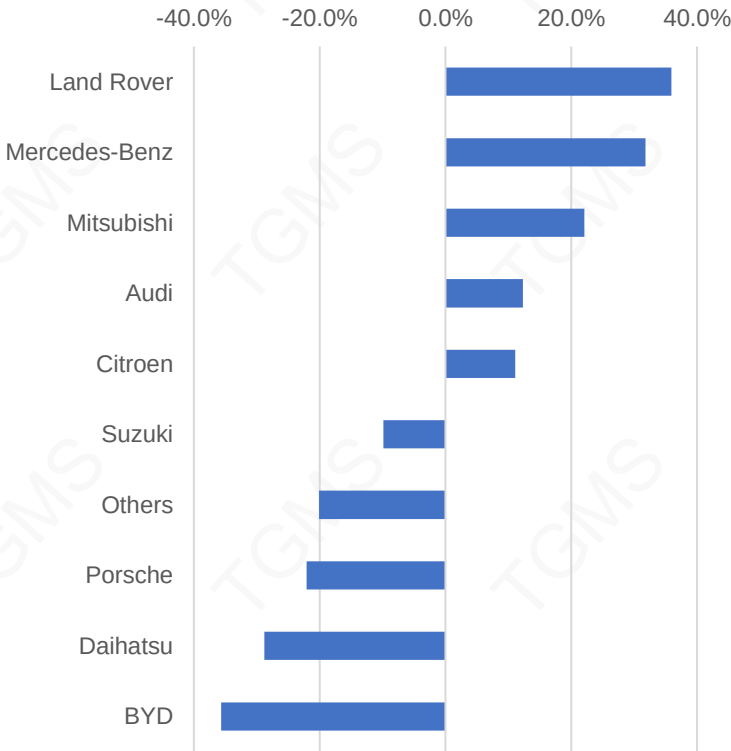
Top 10 OEM



YoY Over/Under %



MoM Over/Under %



Source: JADA, TGMS harmonized

- Toyota remained No.1 with 34% share; Top 5 exceeded 80%.
- BYD was the largest YoY gainer, while Nissan saw the biggest YoY drop.
- MoM, BYD recorded the sharpest decline.

Further details, please contact naoki@tgmsstrategy.com