

Japan Premium Car Survey

■ Summary

- 7.2% of households own a luxury brand vehicle.
- The main impressions of luxury brand vehicles were “High level of safety”, “Premium image”, and “Quiet engines”.
- The brands with the image most associated with “luxury brands” were Mercedes Benz, BMW, Ferrari, and Porsche.



- Lexus took 9th place in brand recognition



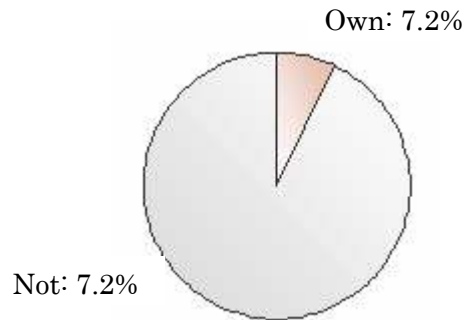
■ Background

- Survey target: registered users of the internet community ‘MyVoice’.
- Survey method: Web based survey/questionnaire.
- Survey time period: 2006 March 1 ~ 5.
- Sample size: 16,184.

Gender	Male	Female	Total	Age	10's	20's	30's	40's	50's+	Total
Sample	7,445	8,739	16,184	Sample	615	3,677	6,227	3,832	1,833	16,184
%	46%	54%	100%	%	4%	23%	38%	24%	11%	100%

1. Current state of luxury brand vehicle ownership.

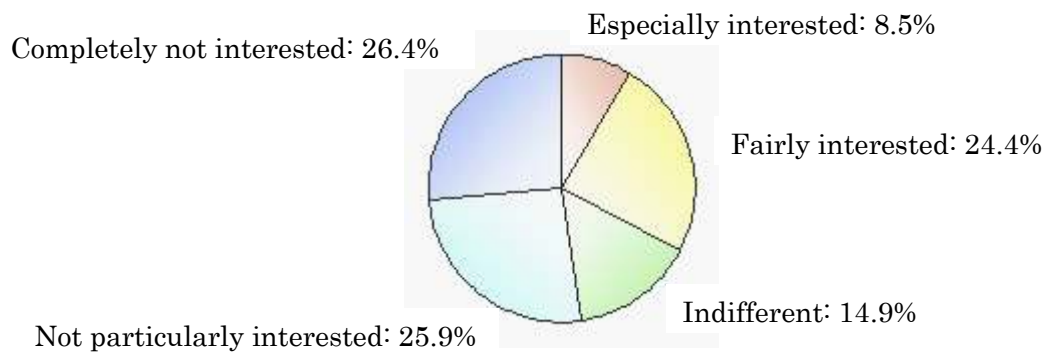
Q. “In your household do you own any luxury vehicles (total cost including tax of more than ¥40,000,000)?



- **7.2% of households have a luxury brand vehicle.**

2. Level of interest in luxury brand vehicles.

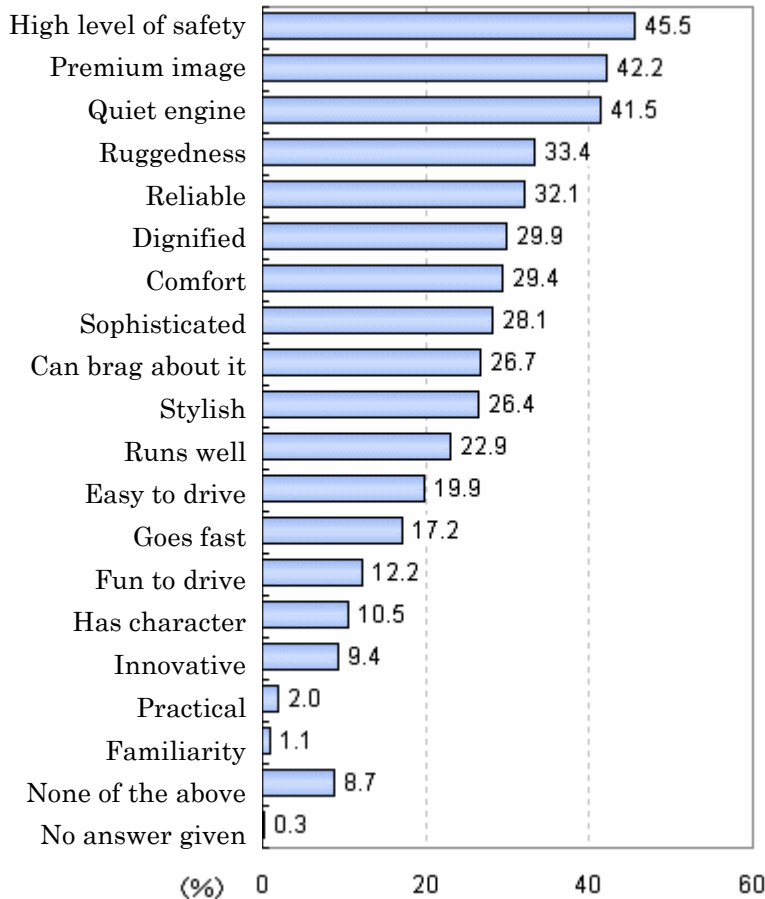
Q. Do you have an interest in luxury brand vehicles?



- **Just over 1/3 of respondents had a medium to strong level of interest in luxury vehicles.**

3. Luxury vehicle image.

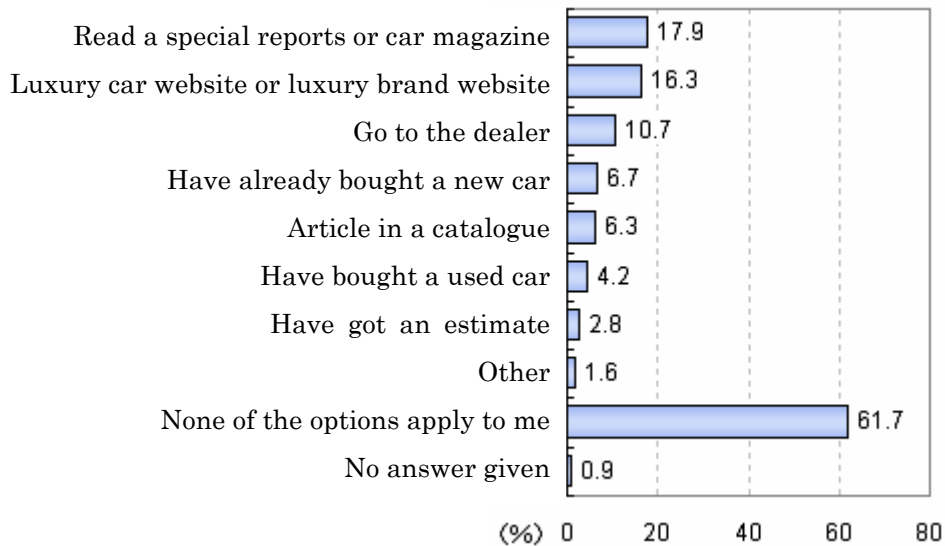
Q. Please choose the options which best represent your view of luxury brand vehicles (You may choose more than one option).



- The top three images of luxury vehicles in Japan were: Safety – 45.5%, Premium image – 42.2%, and Quiet engine – 41.5%.

4. Luxury vehicle purchasing and purchase information sources.

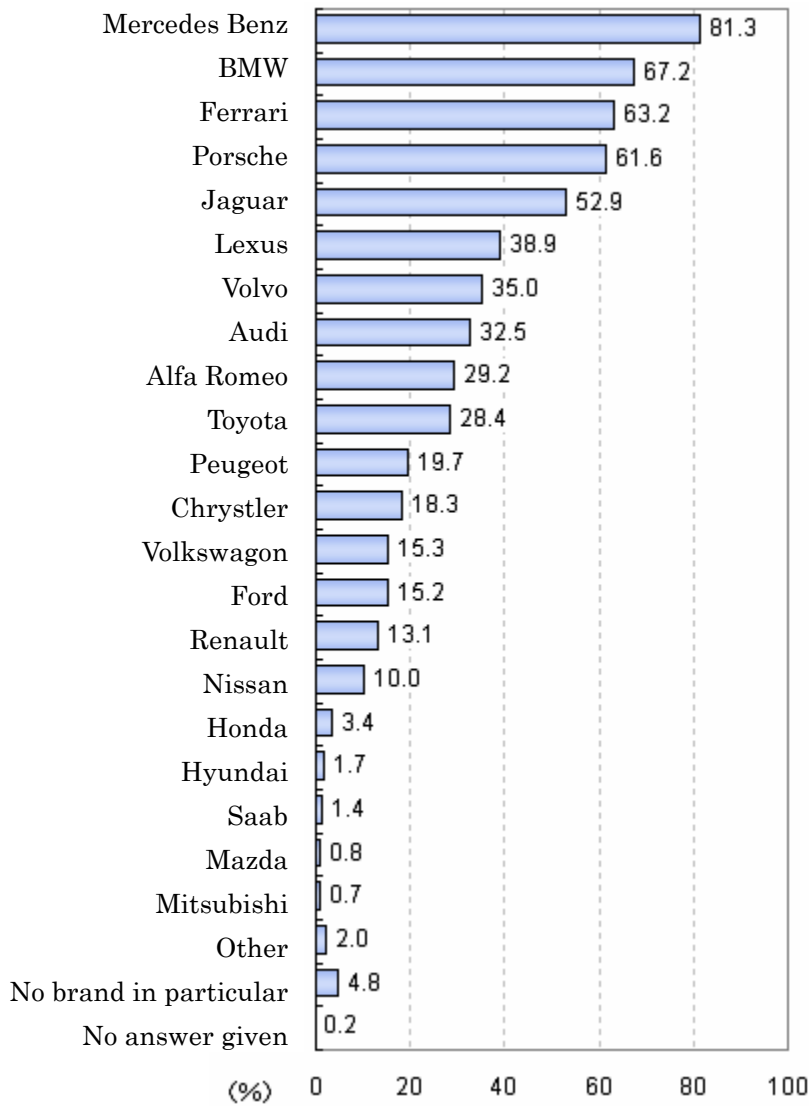
Q. Please choose the option(s) which apply to you regarding purchasing and purchase information (You may choose more than one option.)



- When it comes to luxury brand vehicles, the vast majority of respondents turn to magazines and articles on their vehicle of interest (17.9%), while 16.3% will go to either a luxury brands website or the makers website.

5. Makers and brands with a luxury image.

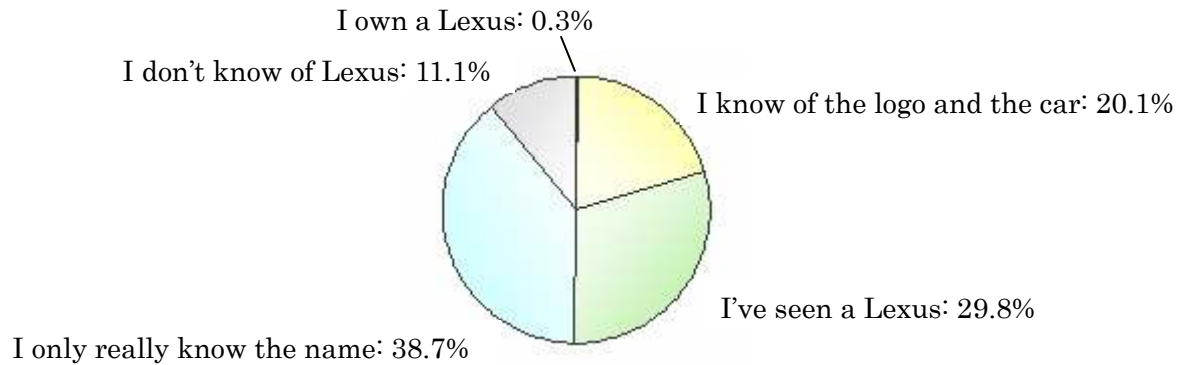
Q. Please choose the brands and makers which present an image of being a luxury brand.



- Mercedes Benz came out on top with more than 80%, while BMW, Porsche, and Jaguar all had about 60%.

6. Lexus brand recognition.

Q. Do you know much about the Lexus brand?



- Awareness of Lexus (“I own a Lexus”, “I know of the logo and the car”, “I’ve seen a Lexus”) was approximately 90%.

7. Respondent Comments

Q. Describe your impression of or desire for luxury brand vehicles.

Male, 39 “Someday I’d like to have a Crown. In a word, they’re just fantastic’.”

Female, 23 “When the James Bond car came out I really wanted it. Whenever I see it I just think it’s so cool”

Male, 35 “I think of F1 and other motor sports when I think of luxury cars”

Female, 29 “When I saw a special report on TV about the Lexus I really thought I’d like to drive one sometime. The Lexus is quiet and without much vibration, and is just really spectacular”

Male, 22 “After playing the video game ‘Gran Turismo’ I really wanted a high end vehicle”

Male, 47 “I wanted one after watching the anime Circuit Wolf”

Male, 25 “I remember the Toyota Celsior ads had such a high class image.”

Female, 41 “I saw the commercials on TV and thought ‘aren’t they just so environmentally friendly and efficient’.”

Female, 28 “After seeing some amazing luxury cars at a motor show I quite wanted one.”

Female, 29 “When I happen to see them out in the street I just think how cool they are”

Female, 34 “From when I was a child and saw a cartoon called Super-car boom”

Source: Translated from *MyVoice*.

<http://www.myvoice.co.jp/biz/surveys/9208/index.html>