

News from JAMA Motorcycle 2008 August / Vol.1

-Motorcycle makers hold joint press conference-

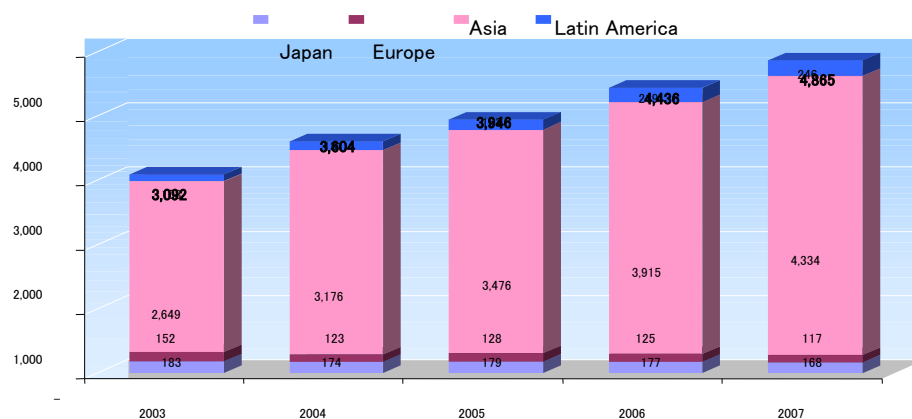
Japan's four motorcycle manufacturers – Honda, Kawasaki, Suzuki and Yamaha – held a joint press conference on July 30 at the headquarters of the Japan Automobile Manufacturers Association (JAMA) in Tokyo.



The purpose of the press conference was to introduce the latest motorcycle industry trends and JAMA's domestic and international activities, as well as to deepen the media's understanding of the motorcycle industry.

Global production nears 50 million units

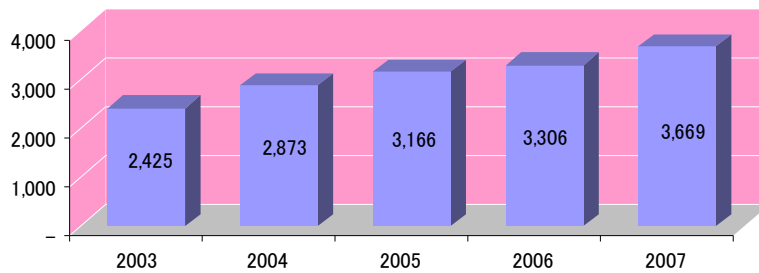
The conference opened with an overview of the world market for motorcycles. After passing 30 million units in 2003, production has continued to increase annually, reaching 40 million in 2006. Production in FY2007 rose to 48.65 million units. Following on the previous year, production in Asia accounts for nearly 90% of the global total, while that in Latin America continues to grow, with expectations that this trend will continue.



(Global motorcycle production)

Global motorcycle sales

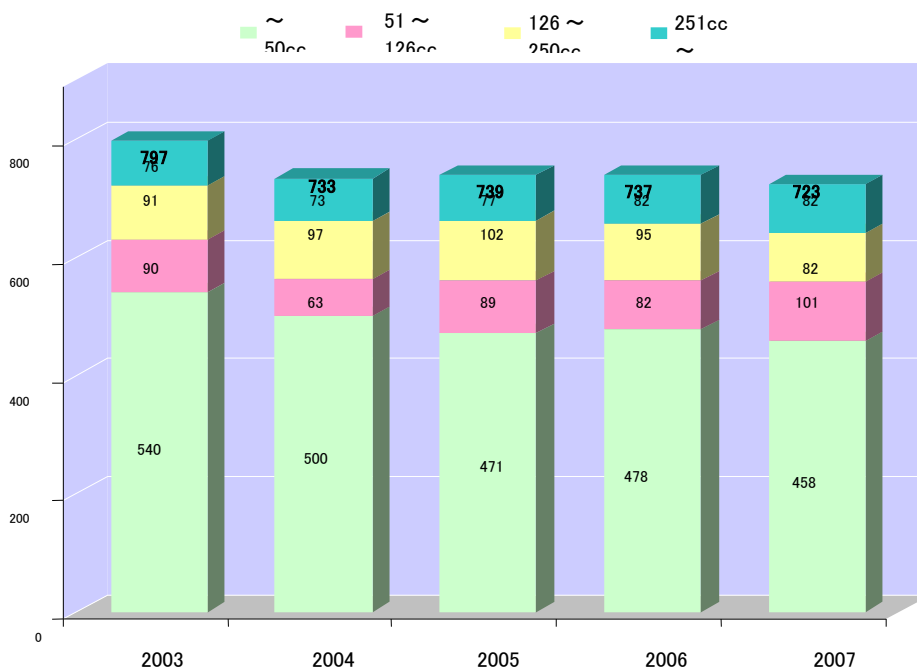
A generally upward trend is seen in global sales of motorcycles as well. In 2007, sales in Asia reached 37 million units, followed by 4 million in Latin America, 2.4 million in Europe and 1.7 million in North America. In sales, Asia is again the clear leader in terms of market volume.



(Motorcycle sales in Asia)

Domestic motorcycle sales

Sales of motorcycles in Japan stood at just over 720,000 units. Sales of 51~125cc engine motorcycles and motorcycle larger than 250cc grew, as a result of improvements to the usage environment and recognition of their utility as means of transport, while sales of 126~250cc motorcycles and those smaller than 50cc fell, due to several negative factors, such as shrinking youth population and the shortage of motorcycle parking spaces.



Figures for ~50cc, 51~125cc motorcycle based on units shipped domestically.
 Figures for 126~250 and 250cc and larger motorcycles based on new vehicle registrations

(Domestic motorcycle sales)

Measures toward improving the environment for motorcycle use

With the amendments to parking laws in 2006, enforcement of motorcycle parking restrictions has become stricter, and 520,000 tickets were issued to motorcycles for parking violations in 2007, five times more than in 2005. This highlights the chronic shortage of parking spaces in Japan, and the need for immediate action to improve this situation.

In response to this need to secure parking spaces, following on last year's activities, Japan's motorcycle industry has undertaken to enlist motorcycle user signatures at dealerships and events organized by JAMA with other organizations, has petitioned the national and local governments on the need to provide more parking spaces for motorcycles. JAMA has also at the same time conducted and compiled as a report the results of studies of international parking policy for motorcycles in Europe and Taiwan.

JAMA also continues to call for normalization of the comparatively heavy burden on users represented by highway tolls for motorcycles.

International motorcycle industry trends

Awareness of traffic safety issues is on the rise around the world. IMMA (International Motorcycle Manufacturers Association) launched a road safety task force in May 2008, chaired by FAMI (JAMA). Building on experience from safety campaigns in Japan and other parts of Asia, the group will actively pursue its mission, and in the future will seek to gain a better understanding of the motorcycle industry in the United Nations, WHO (World Health Organization), ITF (International Transport Forum) and other international organizations through the dissemination of information and issuing of statements.

It is also reported that FAMI website was re-designed and opened to public in February of this year and plans were established to post a *News from JAMA Motorcycle* newsletter three times per year.

Numerous media representatives were present at this press conference, and the Question and Answer period following the presentations was lively, indicative of the high level of interest in the motorcycle industry among journalists.

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