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W-EUROPE | H1 LCV MARKET

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JAPAN | H1 2018 CAR SALES & TRENDS

Japan world's biggest market for home-grown petrol-electric hybrids

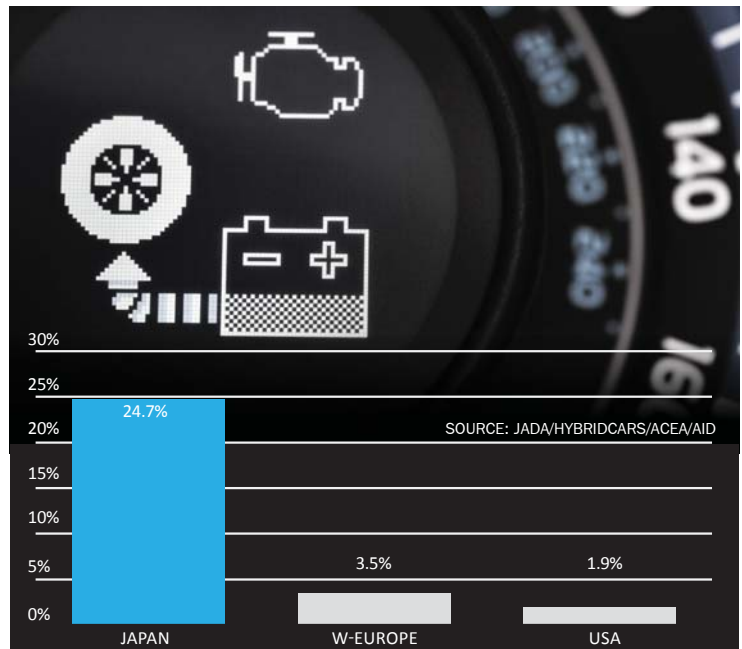
As has been the case during recent years, Toyota's home market still stands out as the world's way and ahead biggest market for petrol-electric hybrid cars. Put into perspective, this first half Japan's hybrid market was more than three-times the size of its direct US hybrid equivalent, which like Japan and Europe remains dominated by Toyota Group products.

Expressed in numbers, during this year's first half, which saw a 2.3 per cent drop in Japan's overall new car sales, sales of Prius-type hybrids (not including plug-in hybrids) fell by a slightly steeper 4.8 per cent to 566,931 units, according to Japan's Automobile Dealer Association (JADA). Despite the faster than average fall in Japan's hybrid sales, including a 7.8 per cent drop in June sales, distorted somewhat by a rising non-hybrid midget kei car segment, this first half hybrids were still responsible for almost every fourth new car sold in Japan. Put into context, this compares with a 1.9 per cent hybrid share in the US this first half and a higher - thanks to new MHEVs - 3.5 per cent sales share in Western Europe this first quarter, according to Acea.

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JAPAN'S LOVE OF HYBRIDS

GLOBAL HYBRID SHARE OF TOTAL PASSENGER CAR SALES
H1 2018 (W-EUROPE Q1 2018), INCLUDES MHEV NOT PHEV



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