

## **Personal Car Leasing Market in Japan: Key Research Findings 2015**

### **◆ Research Outline**

**Yano Research Institute has conducted a study on the domestic personal car leasing market with the following conditions:**

1. Research period: From June to August, 2015
2. Research target: Major vehicle (auto) leasing companies, vehicle dealers, purchasers of vehicles, etc.
3. Research methodologies: Face-to-face research by the expert researchers, surveys via telephone/email, questionnaire to vehicle purchasers, and literature research

#### **<What is the Personal Car Leasing?>**

The personal car leasing in this research indicates a leasing service of a vehicle that general consumers (individuals) wish to use and is bought by an auto-leasing company providing leasing services at a flat-rate fee for a certain period of time. Note that the market size is calculated based on the number of new and used vehicles sold for personal car leasing.

A personal car leasing service is provided based on a rental agreement. However, when looking from vehicle leasing companies and vehicle dealers (such as car dealers from car manufacturers, used-car dealers, and other related companies including car-maintenance companies, gas stations, and car-parts retailers, etc.) the service is one of the car sales methods. Therefore, this research refers the concluded rental agreement of a personal car leasing service as “the sales of personal car leasing.”

### **◆ Key Findings**

#### **■ Sales Volume of Personal Car Leasing Attained 67,238 Vehicles in 2014, Projected to Reach 126,000 Vehicles in 2015**

The sales volume of personal car leasing in 2014 reached 67,238 vehicles. Such volume is on the rise, because increasing number of companies has been entering the market, not only confined to car dealers but also various enterprises from other industries.

Since the sales volume of new cars for personal car leasing is expected to drive the entire market in 2015, the sales volume of personal car leasing in the same year is projected to attain 126,000.

#### **■ Sales Volume of Personal Car Leasing Expected to Attain 203,000 by 2025**

The sales volume of personal car leasing is projected to achieve 203,000 vehicles by 2020. Although the sales volume of new cars for personal car leasing is concerned to be decreasing gradually toward 2020, the sales volume of both new and used cars for personal car leasing is likely to steadily be on the rise, because of a high effect of word-of-mouth evaluation and increasing number of dealers focusing more on personal car leasing which leads to improved awareness of such car leasing.

◆ **Report format:**

Published report: “Personal Car Leasing Market 2015”

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Language: Japanese

Format: 128 pages in A4 format

Price: 100,000 yen (The consumption tax shall additionally be charged for the sales in Japan.)

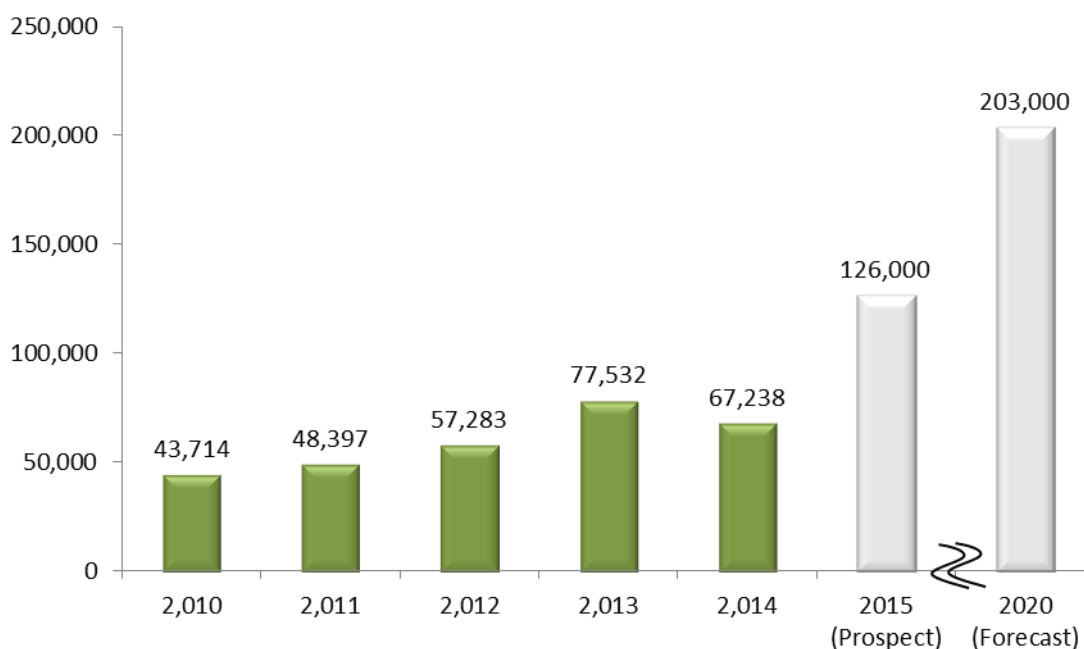
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■ **Figure 1: Transition and Forecast of Sales Volume for Personal Car Leasing**



Estimated by Yano Research Institute

Notes:

1. The personal car leasing in this research indicates a leasing service of a vehicle that general consumers (individuals) wish to use and is bought by an auto-leasing company providing leasing services at a flat-rate fee for a certain period of time. Note that the market size is calculated based on the number of new and used vehicles sold for personal car leasing. Also note that this research refers the concluded rental agreement of a personal car leasing service as “the sales of personal car leasing.”
2. The figures are based on the volume of contracted vehicles
3. The figures in 2015 are prospect, and the figures in 2020 are forecast.