

Diversity
THE INSPIRATION BEHIND OUR INNOVATION

MODULE 1 **MODULE 2** MODULE 3 MODULE 4 MODULE 5

DIVERSE MARKETING POTENTIAL

The Asian Market Opportunity

- Size & Growth
- Demographics
- Market Share**

Asian Market Share Compared to Key Competitors

Toyota holds the largest Asian American market share followed by Honda. Nissan, DCX, and GM are all vying for third place.

MANUFACTURER	ASIAN MARKET	GENERAL MARKET
GM	7.1%	23.9%
Ford	5.7%	16.4%
DCX	7.9%	13.7%
Toyota	34.4%	15.2%
Honda	22.3%	10.4%
Nissan	8.2%	7.1%
Hyundai/Kia	3.2%	4.5%
Volkswagen	2.1%	2.1%

Source: Polk Retail Light Vehicle Registrations, November 2005



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