

MITSUOKA MOTOR GROUP

CORPORATE GUIDE



MITSUOKA

DREAM HOPE PLEASURE

We, Mitsuoka Motor strive to contribute to society by building and selling cars that provide people the joy of seeing their dreams realized.

We'll keep believing in our potential and keep moving forward.

All our employees have pride and dream in our works, and love cars.

These feelings transform a vision into reality.

Business Development

VEHICLE DEVELOPMENT BUSINESS

Vehicle Manufacture Dept.
Sales Dept.
Global Dept.

BUBU WORLD CAR DEALING BUSINESS

Sales Dept.
Overseas Dept.

IMPORTED CAR DEALING BUSINESS

[BRANDS]

AUDI
VOLKSWAGEN
FIAT
ALFA ROMEO
LAMBORGHINI
MASERATI
CADILLAC
CHEVROLET
CHRYSLER
JEEP
BMW [motor cycle]
TRIUMPH [motor cycle]

Company Information

Head Office
Founded February, 1968
Established November, 1979
Capital 100,000,000 yen

Representative
Director and
President Akio Mitsuoka (Mr)

Group
Company Fahren Toyama Co., Ltd.
Mitsuoka Motors America Inc.
Mitsuoka Motor (Thailand) Co., Ltd.
Mitsuoka Motor Sales (Thailand) Co., Ltd.

Branches
(Group) [Japan] Miyagi, Tochigi, Gunma, Saitama, Chiba, Tokyo,
Kanagawa, Aichi, Toyama, Osaka, Hyogo, Fukuoka
[Overseas] Los Angeles (USA), Bangkok (Thailand)

Group Total Employees 321 (As of December, 2013)

Bank Information
Mizuho Bank Ltd.
Hokuriku Bank Ltd.
Shoko Chukin Bank Ltd.
Tokyo-Mitsubishi UFJ Bank Ltd.

Segmental Sales
Ratio

"MITSUOKA" - Vehicle Development Business : 9%
Imported Car Dealing Business : 40%
"BUBU" - World Car Dealing Business : 51%

Free Ideas and Playful Minds Produce Our Cars.

Our models sold in Japan, are produced in our plant in Toyama City.

We aim to be an unrivaled and unique company in the Japanese automotive industry. Starting with the "BUBU Shuttle 50" (single seat car), we came to undertake the development of replica cars. This meant we started challenging new fields which was never been touched in Japan.

In 1993, we introduced our representative car, "Viewt." With blending style and playfulness, it became a pioneer in the development of fashion cars.

In 1994, we introduced a sports car with an originally-designed chassis, the "Zero-1." Mitsuoka Motor proudly became Japan's 10th authorized automobile manufacturing company, and built a foundation for its development project.

"Zero-1" received a "Regional Vitalization Contribution Company" prize, co-sponsored by Nikkei Shinbun (Newspaper) and the National Land Agency, and also received a "Life and Culture" prize, sponsored by the Japan Fashion Association (JFA) and won "The Good Design Award" prize, sponsored by the Department of Trade and Industry, currently known as the Ministry of Economy, Trade and Industry.

In 2001, we made our first appearance at the 35th Tokyo Motor Show. Here our model "Orochi" attracted an enormous amount of attention from people around the world.

We also tried something new this time, which was to develop single-seat electric cars for the next generation. We promoted their use in the delivery business and they have already been put to practical use.

We are proactive in special purpose vehicle development, aiming to expand sales.

History of Products



1982 | BUBU 501



1987 | BUBU CLASSIC SSK



1989 | BUBU 366 SPEED STAR



1990 | LE SEYDE



1993 | VIEWT



1994 | ZERO-1



1996 | GALIE



1996 | ZERO-1 CLASSIC Type F



2004 | NOUERA



2006 | OROCHI



2008 | HIMIKO

Steps to move forward

There are two divisions in the development department of our plant in Yokono (Toyama City): 1.Design and 2.Engineering. We are a chassis manufacturer and our advanced technological skills gain us the approval to produce motor vehicles.

Our tireless challenge and accumulated experience continues to enhance our technology. In our plant, the craftsmen devote themselves to building each car one-by-one by hand, and aim to earn customers' trust and to develop cars of the highest quality.

The cars have unique designs that other companies cannot imitate.

We will never stop striving for more. In installing our test facility, we work to achieve mass production of cars with our original chassis.

A fashion maker in the automotive industry

We introduced around 10 models of fashion cars since the "Viewt" in 1993. The cumulative shipment volume of our fashion cars has reached 12,000 units. About 350 units of "Zero-1" (sports car) and about 8,000 units of Micro Cars (one-passenger car) have been produced. As an independent company with brand power, we have made excellent progress in Japan.

The fashion car market strives to expand through the variation of design-centered products. With the aim of expanding our fashion car business, we pushed forward to enter the overseas markets. We make dealership arrangements with 4 countries in Asia with the aim of increasing export volume.

Mitsuoka Motor, the pioneer in the field of fashion cars still has tremendous potential for growth.



MITSUOKA

Official Web Site
www.mitsuoka-motor.com

IMPORTED CAR DEALING BUSINESS

For Improving Customer Satisfaction and Promoting Diversification of Sales.

Our authorized import car dealers cover all the major cities of Japan.

We offer various import cars from famous car manufacturers of all over the world such as Volkswagen, Audi, Fiat, Alfa romeo, Lamborghini, Maserati, Cadillac, Chevrolet, Chrysler, Jeep and so on.

Improving customer satisfaction is essential for new car sales.

We also focus on supporting the professional development of every sales and maintenance employee, holding regular sales skill contests and training programs.

In Japan, the number of import car registrations is growing continuously, but the targeted annual sales of import cars, based on manufacturer contracts is still high.

To achieve it, we continue to launch active advertising campaigns to acquire new customers.

We also work to increase demand, not only for the new cars but also for the approved used cars.

We actively promote the establishment of approved used car centers.

Securing new brands

We are engaged in securing agreements to take on new brands.

By expanding our business to new regions, we may not only acquire new customers but also spread Mitsuoka's name.

With the innovative architecture of authorized new car dealers, we wish to contribute to regional vitalization.

BRANDS



BUBU WORLD CAR DEALING BUSINESS
For the advancement of "BUBU" (used vehicle business)

Offering a wide range of options

Solid foundation of Mitsuoka Motor Group is located in the used car sales.

Taking advantage of sales strategy that has accumulated since its inception, we have sought to aggressive business expansion.

Our used and import vehicle business, "BUBU," has become a highly recognized brand in the market and has gained a high level of trust from customers.

We closely cooperate with Mitsuoka Motors America Inc. (USA) to appropriately respond to changing market demands and pursue car development by matching current needs.

In addition, aiming to further improve of commodity turnover,

we will establish a time reduction of car delivery business with a high efficiency system.

Enhancement of our mechanic service

The prolongation of the transfer cycle of the car extends to not only the new, but also the used car sales. The Mitsuoka Motor Group will expand our used car business and enhance our mechanic service.

Especially, BUBU can provide 'one stop service' in which one undergone vehicle inspection, purchase components, and repair the vehicle by insurance at our new sheet metal & coating factory.

We continue to devote ourselves to offer high level of service that guarantees customer satisfaction.

BUBU CALIFORNIA DIRECT

We directly import motor vehicles from the United States through collaboration with Mitsuoka Motors America Inc.

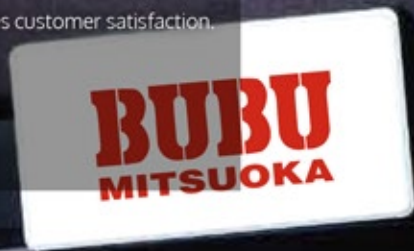
We purchase only vehicles that have been certified in accordance with our own stringent standards.

Through the quality and history check, the vehicles are being sent to Japan.

After the customs clearance of these vehicles in Japan, noise emission testing and the work for adapting them to Japanese safety standards are carried out.

Thus we can efficiently and collectively carry out the operation from purchasing the vehicles to delivering them to our customers.

BUBU
MITSUOKA



MITSUOKA MOTOR AMERICA INC.



BUBU Direct Import

BCD BUBU
CALIFORNIA
DIRECT

Official Web Site
www.bubu.co.jp



Dream
Hope
Pleasure

MITSUOKA MOTOR CO., LTD.
www.mitsuoka-motor.com