

THE NIKKAN JIDOSHA SHIMBUN

INFORMATION



Focusing on 85 years of automobiles

The World's Biggest Automobile Specialized Daily Paper

The automobile is a leading figure for the industry, the economy and social life. It functions as a barometer for the culture.

The Nikkan Jidosha Shimbun (Daily Automotive News) has been spending about 85 years looking at the automobile and its history, since its foundation in 1929. The Nikkan Jidosha Shimbun has been playing an important role as a milestone for this industry amidst ongoing big changes.

Recently the environment surrounding automobiles has been shaken on a global scale. The rapid development of technology will be making a big innovation on the automobile industry. The Nikkan Jidosha Shimbun is the only daily paper exclusive for the automobile industry, which is directly delivered to its readers every morning primarily through the national network of Asahi Shimbun Agents (ASA).

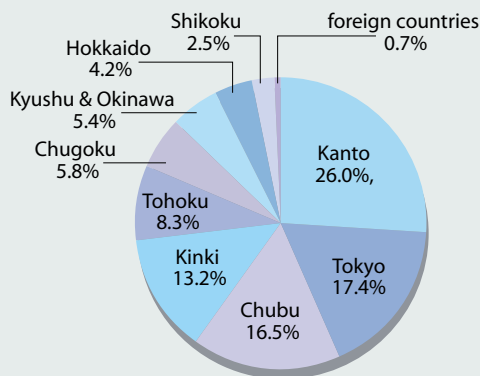
The Nikkan Jidosha Shimbun has a circulation of 125,000, the world biggest figure as a specialized paper. It attracts attention not only from the automobile industry but also the other industrial fields, domestic and international, seeking a further gigantic leap.

Circulation of 125,000 copies (as of January 31, 2014)

The Nikkan Jidosha Shimbun has been offering readers across the country hot information collected from coverage network consisting of 6 branches and 13 stations covering from Hokkaido to Kyushu. The early-morning delivery system to readers throughout the nation is fulfilled in cooperation with the Asahi Shimbun, the Chunichi Shimbun covering Chubu & Hokuriku Districts, and the Chugoku Shimbun covering Chugoku District.

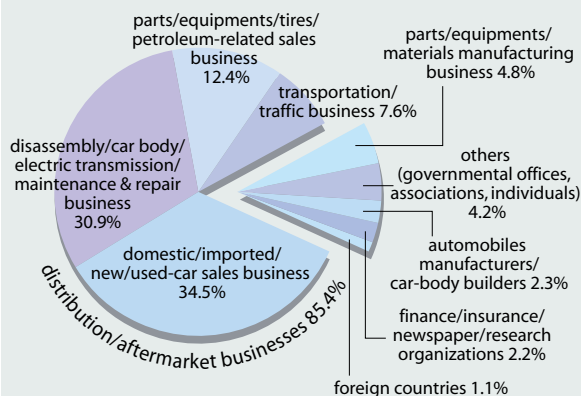
Our readers are roughly divided into two fields, manufacturing and distribution. Readers in the distribution field account for 85.4%. Among the businesses in the distribution field, the automotive distribution & service businesses comprise the majority of readers. The automobile maintenance business accounts for 30.9%, new-car sales business 23.4%, used-car sales business 11.1%, automotive parts & supplies business 12.4%.

Composition of readers by districts

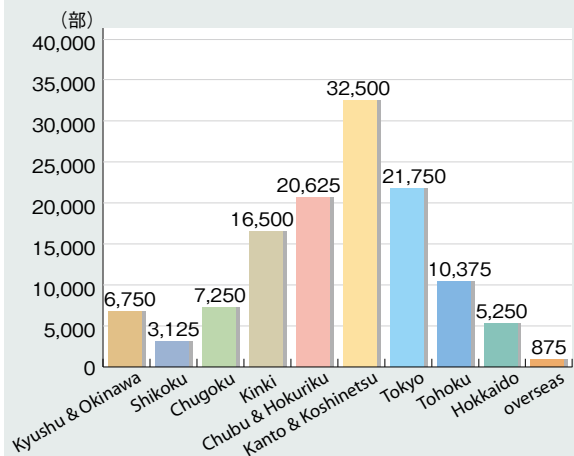


Composition of readers by industrial fields

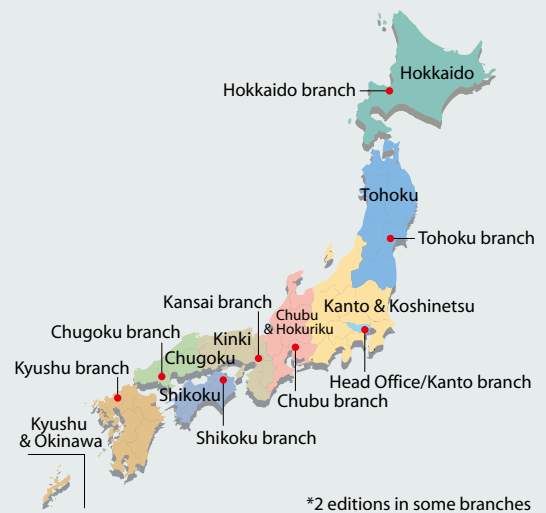
85% of readers are in distribution related fields



Sales distribution by districts



Branch offices of the whole country



Unique page layout and rich information only made possible by the technical paper

Synergy effects of valuable professional information and advertisement—especially color advertisement has a great impact

The Nikkan Jidosha Shimbun widely and deeply covers a variety of information of the industry, let alone cutting edge products and technologies. To make full use of unique page layout that only this technical paper makes possible will give advertisers special satisfaction with its strong advertising impact. It is a perfect media to get publicity for detailed professional information such as the company's policy, the rename of the company, its activities, and the opening of its office building, as well as raising its publicity. It is needless to say that color advertisement is overwhelmingly advantageous because of its strong impact and the rich amount of information.

Special Issue/Feature Pages will enhance reliability of the company and marketability of the product

Timely special issues or feature pages will be issued in accordance with business types, product types, and companies, as well as corresponding to a variety of events in different fields such as anniversaries, general meetings, campaigns, and event plans. Advertisers will be satisfied with these feature pages integrated with other editorial articles.

Local Editions close to the region will offer much more detailed information

The Nikkan Jidosha Shimbun provides news articles fitting in with the region, such as "Hokkaido Edition," "Tohoku Edition," "Metropolitan Edition," "Chubu Edition," "Kinki Edition," "Chugoku Edition," "Shikoku Edition," and "Kyushu Edition," in addition to general articles including international news and planning/commentary pages analyzing and interpreting current topics.

Local/ Edition



Publications by the Nikkan Jidosha Shimbun

These books will bring you a big business chance!

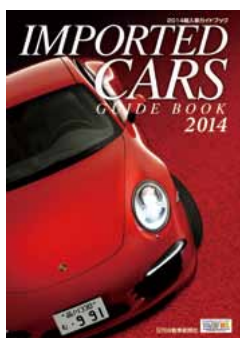


Automotive Almanac

B5, two volumes, about 700 pages, with a slipcase

"Comprehensive Almanac showing Japan's and Overseas' Automotive Industry"

In this year's edition, the comparison of fighting potentials of domestic new-car dealers has been greatly upgraded, and detailed data on overseas' automotive industry expanded. Moreover, "THE LIST" of addresses covering automobile related associations and companies has been newly posted.



Imported Cars Guidebook

A4, 180 pages

Lineup of All Legitimate Imported Cars! Focusing on visual appearances of each car, it shows imported cars in full color, classifying them by brands in accordance with the globalization of automotive manufacturers, sorting them in an alphabetical order. It also has a list of major dealers of imported cars, a price list, a list of sales agencies by brands, a list of importers, and a list of URLs.



Automotive Service Equipment Guidebook

Supervising Editor: Japan Automotive Service Equipment Association (JASEA), A4, 480 pages

Introducing the latest models of service equipments, it covers the full range of service equipments related to repair and maintenance.

*Introduces car inspection factories equipped with efficient machinery or advanced inspection machinery.

*Introduces car docks which realized highly accurate adjustment, and service equipments of the factories which realized precise repair after accidents.

*Introduces necessary machines & tools and the operations, to respond to the Fluorocarbon Collection and Decomposition Law which has already been enforced, and the Automobile Recycling Law which is the current urgent issue for our industry. It is useful to seek for possibilities to develop business chances.



National Auto Auction Site Guide

B5, offset, 230 pages

"National Auto Auction Site Map" nation-widely introduces about 150 sites for auto auctions, showing market overviews of auctions, characteristics of the sites, and the photos of the organizers.

"Grasp your customers' hearts! Renovation of shops to feature used-cars" by Haruki Tsukamoto, head of Plans Marketing Research.

"Name and URL list" covers the information of used-car related organizations, the list of URLs and others.



Maintenance Strategy

A4, about 110 pages, published on 25th of every month

The Maintenance Strategy gives guidelines for the automotive repair and maintenance industry. It is the informational and technical magazine, covering all the domestic and international information on the auto repair & maintenance including technical information such as sheet metal processing, coating and insurance, as well as management information.



Tokyo Motor Show Guidebook

B4, about 150 pages

Osaka Motor Show Guidebook

B4, about 100 pages

The only one official guidebook with the general editorship of Japan Automobile Manufacturers Association, Inc. (JAMA), the organizer of the Tokyo Motor Show. Focusing on reference exhibits and concept cars making their debut in the world or in Japan, the guidebooks introduce imported cars, motor cycles, car AV & navigators, automotive parts, and highlights of each exhibit.

We, organizing the Osaka Motor Show, the biggest regional motor show, publish the official guidebook.



Car Recycling Parts Directory

A4, 118 pages

Processing and the car recycling parts of a used car performed a close-up of after the enforcement of the car Law for the Promotion of Utilization of Recycled Resources.

This book conveys the present conditions about the car recycling and introduces an influential dismantling company and a main rebuilding company promoting the appropriate disposal of used cars. I place the list of the main dismantling company which acquired housebreaking permission in the end of a volume. I covered all various information about the car recycling.

HISTORY

- February 1929. Founded "The Nikkan Jidosha Shimbun" as the Japan's first Journal exclusive for automobiles
- July 1930. the Japan's first automobile exhibition in the Hibiya Park, Tokyo. Held the annual exhibition since then, except during World War II. In 1954 passed the organization of the exhibition to the four automobile industrial associations. Now the exhibition has kept being organized as "Tokyo Motor Show" by the Japan Motor Industrial Federation, Inc.
- October 1942. Suspended the publication due to press control during World War II.
- October 1947. Resumed the publication, though only twice a week due to paper control.
- August 1951. Planned to resume daily publication in the wake of deregulation of the paper, founded a printing factory and introduced the Marino-2 type rotary press.
- October 1956. Held "Fashion Show for Automobiles and Costumes" at Takarazuka Theater in Tokyo.
- June 1957. First publication of the Sunday Edition focusing on owner drivers.
- July 1958. First publication of the English Automobile Journal for abroad "Japan Automotive News," distributed to 138 countries. Dispatched the around-the-world automobile industry survey mission to motor shows in Paris and London, and automobile factories in the Western countries.
- October 1958.
- May 1959. Established the owner drivers' association, "Japan Motorist Club (JMC)," and organized various events such as rallies.
- May 1960. Held the first "Imported Cars Show" at Katase-Enoshima.
- October 1966. Laid the direct delivery system through Asahi Shimbun Agents (ASA).
- March 1969. The 10,000th issue was published.
- March 1972. Completed the construction of the new head office building and introduced the 24-page continuous printing machine.
- December 1974. Held "75 International Motor Show Tokyo" at the International Trading Center in Harumi, Tokyo.
- June 1976. Completed capital increase by new stockholders.
- February 1979. Congratulations on the 50th anniversary.
- April 1986. The 15,000th issue was published.
- April 1987. Newspaper production was totally shifted to CTS.
- February 1988. Congratulations on the 60th anniversary.
- April 1988. Shifted to the full-page offset printing.
- May 1991. Introduced Color Offset Rotary Printing Machine.
- September 1991. Started color printing.
- March 1993. Held the first International Auto Recycle Show at the Makuhari Messe, Chiba.
- May 1993. Started production by using computer control.
- October 1996. Held "Auto-Repair and Maintenance Show '96" at the Tokyo Big Site.
- October 1997. Held "Car Maintenance and Detailing Fair '97" in Osaka and Sendai.
- April 1998. First publication of the monthly magazine "Car Dock."
- May 1998. Held the first "International Welfare & Health Industry Exposition" in the Port Messe, Nagoya. We have kept organizing this exposition on a yearly basis.
- October 1999. Held the "Car Maintenance & Detailing Fair '99" in Nagoya.
- December 1999. Held the first "Osaka Motor Show" at the Intex Osaka. We have kept organizing this show every other year since then.
- June 2000. First publication of the opinion magazine, "Mobi 21."
- September 2000. Held the "Auto Business Trend Messe 2000" at the Tokyo Big Site.
- February 2002. Held the "International Auto After Market EXPO 2003" at the Makuhari Messe.
- October 2003. The 20,000th issue was published
- February 2004. Congratulations on the 75th anniversary.
- June 2005. Carry out third party allotment increase of capital. I increase the capital to 220 million yen with capital.
- February 2009. Reach the foundation of a periodical 80th anniversary and hold a commemorative symposium.
- March 2010. Unify three.
- December 2013. Start from job hunting site "Mobi-Navi" specialized in a car.
- February 2014. Move the head office.
- March 2014. Reach the foundation of a periodical 85th anniversary and hold a commemorative symposium.



Profile

Name: Nikkan Jidosha Shimbun, Inc.
(Daily Automotive News)

Head Office: Shibadaimon Center Building 3F
1-10-11 Shibadaimon, Minato-ku, Tokyo

Business: Publication of "Nikkan Jidosha Shimbun"
Publication of automotive technical books
and magazines for auto users
Order-printing of PR, corporate journals,
newspapers

Foundation: February 21, 1929

Capital: ¥200,000,000

Representative: Mamoru Ichikawa, the president

Corporate shareholders:

Toyota Motor Corporation
Nissan Motor Co., Ltd.
Honda Motor Co., Ltd.
Mazda Motor Corporation
Isuzu Motors Limited
Mitsubishi Motors Corporation
Nissan Diesel Motor Co., Ltd.
NHK Spring Co., Ltd.
Hino Motors, Ltd.
Daihatsu Motor Co., Ltd.
Fuji Heavy Industries Ltd.
Suzuki Motor Corporation
Yanase & Co., Ltd.
Kintetsu Motors Co., Inc.
Nissan Shatai Co., Ltd.
Aichi Machine Industry Co., Inc.

THE NIKKAN JIDOSHA SHIMBUN

(Japan Automotive News)

<http://www.njd.jp>

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