



# Monthly Retail Sales Report (Dec 2009)

6-Jan-10

AUTOBACS SEVEN CO., LTD.

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## (Performance results of three major categorized store formats)

	Dec-08	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Accumulated Total for FY 2010	1Q	2Q	3Q	4Q	1H	2H	FY2010	
# of weekends and holidays	YoY change (day)	-2	±0	+2	-1	±0	±0	+1	+1	-1	±0	+1	±0	-1	+2	+1	+1	±0	±0	+2	±0	+2
Total store basis	Millions of yen	33,778	23,956	20,439	22,134	25,244	23,765	19,772	19,562	25,079	34,038			213,989	66,528	68,781	78,679		135,310			
	YoY growth rate	-3.3	3.7	6.1	2.8	5.0	2.5	3.7	3.2	-10.8	0.7			1.4	4.1	3.8	-2.7		3.9			
Super AUTOBACS	YoY growth rate	-2.8	-1.1	2.2	0.6	1.9	1.2	0.2	1.6	-10.3	-2.8			-1.1	0.4	1.2	-4.4		0.8			
AUTOBACS	YoY growth rate	-3.6	6.0	8.0	3.8	6.6	3.1	5.5	4.0	-11.0	2.3			2.6	5.9	5.0	-2.0		5.4			
Same store basis	YoY growth rate	-3.2	3.0	5.3	1.8	4.2	1.9	2.8	2.4	-11.2	0.3			0.7	3.3	3.0	-3.2		3.1			
	YoY growth rate	-2.8	-2.2	1.1	-1.0	0.8	0.1	-0.8	0.7	-11.0	-3.8			-2.1	-0.8	0.1	-5.2		-0.3			
AUTOBACS	YoY growth rate	-3.4	5.5	7.4	3.1	5.9	2.7	4.6	3.1	-11.2	2.1			2.0	5.2	4.4	-2.3		4.8			

SALES BREAKDOWN BY PRODUCTS AND SERVICES		Dec-08	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Accumulated Total	1Q	2Q	3Q	4Q	1H	2H	FY2010
YoY growth rate in same store basis	Services	1.9	9.8	8.3	9.7	12.2	11.9	11.6	7.5	-2.4	6.5				8.4	9.3	11.9	3.7		10.6		
	Inspection & Maintenance	8.4	15.0	2.0	8.1	8.1	12.1	12.3	12.6	11.9	9.7				10.2	8.1	10.8	11.4		9.5		
	Tires	-0.9	-1.6	4.7	-1.6	2.0	-12.1	9.9	9.3	-14.2	2.2				-2.7	0.2	-1.8	-2.7		-0.8		
	Wheels	-8.1	-17.2	-15.5	-16.1	-19.2	-19.2	-10.1	8.2	-23.2	3.3				-16.1	-16.4	-16.7	-6.4		-16.5		
	Car Electronics	-3.2	15.6	15.1	8.0	13.3	14.4	-0.9	2.6	-11.5	-3.7				6.9	12.5	9.5	-4.9		10.9		
	Oil	3.6	4.7	8.3	5.8	4.4	7.5	9.8	-2.0	-6.5	-3.1				3.9	6.3	7.1	-3.9		6.7		
	Batteries	5.1	-1.0	1.3	-1.1	-6.7	-10.3	-5.1	-3.4	-9.7	0.1				-5.4	-0.3	-7.6	-4.1		-4.8		
	Maintenance Parts	-10.0	-0.3	2.5	-0.9	5.4	1.5	2.5	-0.1	-15.9	2.7				-1.5	0.4	3.1	-3.4		1.7		
	Accessories	-8.7	-4.8	-1.4	-7.9	-4.9	-2.1	0.7	-2.4	-6.0	0.5				-3.7	-4.7	-2.3	-2.5		-3.5		
	Car Repair Goods	5.4	0.8	5.1	0.8	-1.3	11.8	7.0	-3.2	-10.3	-2.2				1.4	2.3	5.9	-5.0		4.0		
	Motor Sports Goods	-13.6	-15.5	-8.5	-13.5	-14.7	-12.0	-10.1	-6.7	-13.9	-7.4				-12.1	-12.6	-12.4	-9.4		-12.5		
	Car Leisure	1.8	-8.5	-2.5	-13.7	-11.5	-12.6	-10.3	-4.4	-17.8	-14.4				-10.3	-8.3	-11.6	-12.6		-10.0		
Motorcycle Goods	-18.1	-4.2	-3.0	-16.0	-20.5	-19.0	-13.0	-4.2	-32.5	-21.4				-13.9	-7.5	-17.6	-19.2		-12.7			

TOTAL NUMBER OF PURCHASING CUSTOMERS		Dec-08	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Accumulated Total	1Q	2Q	3Q	4Q	1H	2H	FY2010
Total store basis	In thousands	3,822	3,444	3,235	2,954	3,259	3,474	2,904	2,853	3,032	3,935				29,090	9,633	9,637	9,820		19,269		
	YoY growth rate	0.2	3.6	6.1	2.1	4.6	5.8	6.4	2.6	-5.9	3.0				3.1	3.9	5.6	-0.1		4.8		
Super AUTOBACS	YoY growth rate	1.5	3.0	6.4	2.4	5.8	6.0	5.9	3.4	-5.0	1.8				3.2	3.9	5.9	0.0		4.9		
AUTOBACS	YoY growth rate	0.0	3.8	6.0	1.9	4.1	5.8	6.6	2.3	-6.3	3.4				3.0	3.9	5.5	-0.1		4.7		
Comparable store basis	YoY growth rate	0.7	2.9	5.4	1.2	3.8	5.1	5.4	1.6	-6.4	2.5				2.4	3.2	4.8	-0.7		4.0		
	YoY growth rate	1.5	1.8	5.2	0.9	4.6	4.8	4.8	2.2	-6.0	0.7				2.1	2.6	4.7	-1.0		3.7		
AUTOBACS	YoY growth rate	0.4	3.4	5.5	1.4	3.5	5.3	5.7	1.4	-6.5	3.2				2.4	3.4	4.8	-0.5		4.1		

AVERAGE PURCHASE PRICE PER CUSTOMER		Dec-08	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Accumulated Total	1Q	2Q	3Q	4Q	1H	2H	FY2010
Total store basis	YoY growth rate	-3.9	0.0	-0.1	0.5	0.3	-3.2	-2.5	0.7	-5.2	-2.2				-1.7	0.0	-1.7	-2.6		-0.9		

(Reference)		Dec-08	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Accumulated Total	1Q	2Q	3Q	4Q	1H	2H	FY2010
TOTAL SALES	Millions of yen	1,466	1,295	1,167	1,248	1,358	1,211	1,478	1,293	1,340	1,539				11,929	3,710	4,047	4,172		7,757		
	YoY growth rate	-11.8	-18.0	-11.8	-13.6	-17.3	-10.3	-7.1	-19.5	-11.0	4.9				-11.7	-14.6	-11.7	-8.9		-13.1		
Entire Chain <sup>2</sup>	Millions of yen	35,243	25,251	21,605	23,382	26,602	24,976	21,249	20,855	26,419	35,576				225,917	70,239	72,828	82,851		143,067		
	YoY growth rate	-3.7	2.3	5.0	1.7	3.6	1.8	2.9	1.5	-10.8	0.9				0.6	2.9	2.8	-3.0		2.9		
TOTAL NUMBER OF PURCHASING CUSTOMERS	In thousands	26	24	23	19	22	23	18	18	20	23				189	66	62	61		128		
	YoY growth rate	-0.5	4.8	3.9	-3.0	3.1	2.5	-9.1	-13.0	-19.1	-11.4				-4.8	2.1	-0.9	-14.5		0.6		
Entire Chain <sup>2</sup>	In thousands	3,847	3,469	3,258	2,972	3,280	3,497	2,921	2,871	3,052	3,958				29,279	9,698	9,699	9,881		19,398		
	YoY growth rate	0.1	3.6	6.1	2.0	4.6	5.8	6.3	2.5	-6.0	2.9				3.0	3.9	5.5	-0.2		4.7		

< COMMENTS > (yoY figures are on same store basis, except as cited as "total store")		Dec-08	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Accumulated Total	1Q	2Q	3Q	4Q	1H	2H	FY2010
Both total store and same-store sales in December increased by 0.7% and 0.3% respectively from last year's December results (LY). Factors of change are, 1) Increase in sales of seasonal items, such as snow tires, tire chains and batteries, due to snowfall in the Japan Sea area from the middle of the month, 2) Absence of sales driving merchandises in metropolitan area such as Tokyo and Osaka due to less snowfalls, and 3) Positive sales of ETC and portable navigation system according to sales promotions focused for those merchandises. Major sales increases were seen in Services and Tires where sales increased by 310 million yen (MY) and 210MY respectively from LY. Major sales falls were seen in the segments of Tires and Motor Sports Goods where sales decreased by 230MY and 140MY respectively from LY.																						

< STORE INFORMATION >		Dec 2009: New store 0; Relocation, Scrap & build 0; Closed 0
Total number of domestic stores at the end of Dec 2009: Domestic 516 (Super AUTOBACS 77, AUTOBACS 397, AUTO HELLOES 8, AUTOBACS Hashiriya Tengoku Secohan Ichiba 28, AUTOBACS Express 6)		

\* Includes total store sales of AUTOBACS and AUTO HELLOES

\*\* Includes total store sales of AUTOBACS Hashiriya Tengoku Secohan Ichiba and AUTOBACS CARS.

\*\*\* Includes total store sales of Super AUTOBACS, AUTOBACS, AUTO HELLOES, AUTOBACS Hashiriya Tengoku Secohan Ichiba, and AUTOBACS CARS.

1. The data are preliminary for a quick release and are subject to revision.

2. The same-store basis figures under the heading of "total number of purchasing customers" are temporary removed from this report since it has been difficult to obtain correct figures under the situation of currently occurring system errors. The correct figures are to be announced as soon as revision is completed.

< April > (yoy figures are on same store basis, except a cited as "total store")  
 Both total store and same-store sales in April increased by 3.7% and 3.0% respectively from the last year's April result (LY). The positive monthly results were obtained thanks to the government's subsidy program for ETC devices and the Company's nationwide TV advertisement for car navigation devices combined with sales effort at each store. Major gains were seen in the segments of Car electronics and Services, where sales increased by 970million yen (MY) and 380MY respectively. Major falls were seen in Motor Sports Goods and Wheels, where sales dropped by 260MY, 150MY and 230MY respectively from LY.  
Services: ETC installation maintained its strong growth momentum and its sales hiked up by 116.7% in revenue from LY. Tires and Wheels: overall sales of tires and wheels dropped by 2.3% and 7.1% in number respectively from LY mostly due to the tough comparison with last April, when nationwide TV promotion of tires had been effectively aired. Yet, the increase of switchback demand of snow tires into summer tires pushed up the sales in northern Japan and Japan Sea region.  
Car Electronics: thanks to the nationwide TV advertisement of navigation devices that started in late April, sales of portable navigation systems (PND) increased by 154.7% in number from LY. The higher-priced in-dash type navigation devices also exceeded LY's level in both revenue and number.  
 Furthermore, sales of ETC devices were strong according to the subsidy program, though the sales momentum was softer than last month due to stock shortage.  
Oil: due to the price rise in October 2008, sales overcame LY's level by 4.7% in revenue but ended lower by 0.2% in number. Batteries: the price reduction measures taken in April 2009 encouraged many customers to purchase batteries for replacement. As a result, sales increased by 6.2% in number from LY. Maintenance: the little rainfall during the month weakened the demand of windshield wiper blades. The softer sales momentum of HID bulbs also pulled back the overall Maintenance sales.  
Accessories: sales of sunshades and digital audio devices improved but the segment sales in total remained weak. Sales declined by 4.1% and 4.8% respectively in number and revenue. Inspection: sales increased by 21.7% in number and 14.8% in revenue. Car Sales: sales decreased by 31.9% in number and 32.3% in revenue.

< STORE INFORMATION > April 2009: New store 0; Opening and Closure due to store format change 0; Relocation, Scrap & build 1 ; Closed 2  
 Total number of domestic stores at the end of April 2009: Domestic 518 (Super AUTOBACS 77, AUTOBACS 397, AUTO HELLOES 8, AUTOBACS Hashiriya Tengoku Secohan Ichiba 30, AUTOBACS Express 6); Overseas 31 (exclude US stores)

< May > (yoy figures are on same store basis, except a cited as "total store")  
 Total store sales and same-store sales in May increased by 6.1% and 5.3% respectively from the last year's May results (LY). Sales of navigation devices and consumable items were increased due to the number of cars driven increased during Golden Week holidays in accordance with the reduction of expressway tolls. Major gains were seen in the segments of Car electronics, Services and Tires where sales increased by 730million yen (MY), 290MY and 160MY respectively. Major falls were seen in Motor Sports Goods and Wheels, where sales dropped by 110MY and 80MY  
Services: increased approximately 10% in both revenue and quantity. Sales of ETC installation were still strong, more than double compare to LY. Exchange demand for major products including tires, oil and batteries was increased.  
Tires: grew by increase of replacement demand in accordance with increasing demand for driving cars and sales promotion within Golden Week holidays.  
Car Electronics: enjoyed strong sales in navigation devices and ETC. Sales of navigation devices increased by 50% in quantity from LY, especially sales of portable navigation systems increased 103.4% and in-dash type navigation devices also increased 13.3% from LY. Sales of ETC were more than double compared to LY in both revenue and quantity.  
Oil: sales overcame LY's in both revenue and quantity due to the price rise in October 2008 and increased exchange demand for long distance drive in the holidays.  
Batteries: increased 8.4% from LY in quantity due to increased opportunity for driving cars, however, the price reduction was measured in April 2009.  
Maintenance: sales of windshield wiper decreased due to fine weather, however, that of electric parts for the installation of ETC drove total sales of this segment. Accessories: sales of radar detector and digital media related items increased for the drive on the high way and long drive.  
Inspection: sales increased by 5.2% in quantity and 2.0% in revenue from LY. Car Sales: sales decreased by 17.6% in quantity and 20.6% in revenue from LY.

< STORE INFORMATION > May 2009: New store 0; Opening and Closure due to store format change 0; Relocation, Scrap & build 0 ; Closed 1  
 Total number of domestic stores at the end of May 2009: Domestic 517 (Super AUTOBACS 77, AUTOBACS 397, AUTO HELLOES 8, AUTOBACS Hashiriya Tengoku Secohan Ichiba 29, AUTOBACS Express 6)

< June > (yoy figures are on same store basis, except as cited as "total store")  
 Both total store and same-store sales in June increased by 2.8% and 1.8% respectively from the last year's June result (LY). The positive monthly results continued for four consecutive months due to strong merchandise sales including ETC devices. Major gains were seen in the segments of Car electronics, Services and Tires where sales increased by 630million yen (MY), 350MY and 160 MY respectively. Major falls were seen in Motor Sports Goods and Accessories, where sales dropped by 190MY and 170MY respectively from LY.  
Services: ETC installation maintained its strong growth momentum and its sales tripled in both revenue and quantity than LY. Exchange services of tires, oil and batteries also have increased from LY.  
Tires and Wheels: Sales of tires and wheels increased dramatically during the sales promotion period in mid-June. However, excluding this period, sales were slow especially for wheels, where double-digit sales decline has been continuing along with the drop in average selling price.  
Car Electronics: Thanks to the advertisement on TV and newspaper, sales of portable navigation systems (PND) increased by 71.7% in quantity from LY. In addition, sales of ETC devices more than tripled both in revenue and quantity from LY according to the additional merchandise supplement to  
Oil: Sales of oil increased by the price rise in October 2008 and the enhanced opportunity of driving triggered by the discount on highway tolls. Batteries: Sales quantity grew due to increased demand for car maintenance. Maintenance: General fine weather during the month pulled back the demand of windshield wiper blades. Sales of electric parts, which were used to install ETC devices were positive and drove the total sales of this segment.  
Accessories: Although sales of digital media related items and cushions were boosted by the extended driving hours, sales of child safety seats were weak in reaction from the LY's strong sales and drag downed the segment sales.  
Motor sports: Almost every motor sports items posted negative growth from LY. This trend is partially due to the Company's marketing and sales initiatives focused on maintenance related items. Especially, sales of customizing items were sluggish.  
Safety Inspection: sales increased by 14.3% in quantity and 7.9% in revenue from LY. Car Sales: sales decreased by 20.6% in quantity and 19.5% in revenue from LY.

< STORE INFORMATION > Jun 2009: New store 1; Opening and Closure due to store format change 1; Relocation, Scrap & build 0 ; Closed 0  
 Total number of domestic stores at the end of Jun 2009: Domestic 518 (Super AUTOBACS 76, AUTOBACS 399, AUTO HELLOES 8, AUTOBACS Hashiriya Tengoku Secohan Ichiba 29, AUTOBACS Express 6)

< July > (yoy figures are on same store basis, except as cited as "total store")  
 Both total store and same-store sales in July increased by 5.0% and 4.2% respectively from the last year's July result (LY). The positive monthly results continued for five consecutive months according to strong sales of ETC devices and goods for long driving. Major gains were seen in the segments of Car electronics and Services where sales increased by 1,040 million yen (MY) and 490 MY respectively. Major falls were seen in Motor Sports Goods, Wheels and Accessories, where sales dropped by 250MY, 110MY and 110MY respectively from LY.  
Services: Sales of ETC installation maintained its strong growth momentum. Demands for exchange of Tires and Oils were stronger than LY. Statutory inspection services also contributed to the increase of this category. Tires and Wheels: Sales of tires in quantity increased due to sales promotion initiatives aimed at lower priced items. However, sales of wheels continued to be sluggish. Car Electronics: Sales of ETC devices more than tripled over LY both in quantity and in revenue according to the increase in merchandise supplement to stores. Sales of portable navigation systems (PND) increased by 50% in quantity and by 30% in revenue due to sales promotion initiatives on TV and newspaper. The Company also increased inventories of hot-selling items in stores to maximize selling opportunity.  
Oil: Sales of oil increased by the price rise in October 2008 and the enhanced opportunity of driving triggered by the discount on highway tolls. Batteries: Sales increased slightly in quantity and declined in revenue affected by the low temperature across the nation and a price cut made in April.  
Maintenance: Sales of flame igniters and warning triangles had been strong along with the increasing trend in driving distance. Sales of windshield wiper blades also increased thanks to heavy rainfalls nationwide, and escape hammers sold well especially at areas hit by summer storms.  
Accessories: Sales of digital media related items increased due to increase in driving distance, but sales of child safety sheets ended lower in reaction to LY's strong sales. Sales of window shades were weak. Motor sports goods: Sales of almost every item in this category continued to be weak.  
Safety Inspection: Sales increased by 15.0% in quantity and 8.6% in revenue from LY. Car Sales: Sales decreased by 30.2% in quantity and 29.7% in revenue from LY.

< STORE INFORMATION > July 2009: New store 0; Opening and Closure due to store format change 0; Relocation, Scrap & build 0 ; Closed 0  
 Total number of domestic stores at the end of July 2009: Domestic 518 (Super AUTOBACS 76, AUTOBACS 399, AUTO HELLOES 8, AUTOBACS Hashiriya Tengoku Secohan Ichiba 29, AUTOBACS Express 6)

< August > (yoy figures are on same store basis, except as cited as "total store")  
 Both total store and same-store sales in August increased by 2.5% and 1.9% respectively from the last year's August result (LY). The positive monthly results continued for six consecutive months according to strong sales of ETC devices and goods for long driving, despite negative weather condition for car goods sales, including lower temperature and much cloudy days. Major gains were seen in the segments of Car electronics and Services where sales increased by 880 million yen (MY) and 430 MY respectively. Major falls were seen in Tires, Motor Sports Goods, Wheels and Batteries, where sales dropped by 510MY, 180MY, 100MY and 100MY respectively from LY.  
 The sharp drop on sales of Tires were mainly due to the tough comparison from a year-ago when sales increased according to the announcement of price increase in September 2008.

< STORE INFORMATION > Aug 2009: New store 0; Opening and Closure due to store format change 0; Relocation, Scrap & build 0 ; Closed 0  
 Total number of domestic stores at the end of Aug 2009: Domestic 518 (Super AUTOBACS 76, AUTOBACS 399, AUTO HELLOES 8, AUTOBACS Hashiriya Tengoku Secohan Ichiba 29, AUTOBACS Express 6)

< September > (yoy figures are on same store basis, except as cited as "total store")  
 Both total store and same-store sales in September increased by 3.7% and 2.8% respectively from last year's September results (LY). The positive monthly results were obtained by strong demand for maintenance related goods and ETC devices, which has evoked in accordance with consecutive holidays and good weather throughout Japan. Major gains were seen in the segments of Services, Tires and Oils where sales increased by 390 million yen (MY) 280 MY and 120MY respectively. Major falls were seen in Motor Sports Goods and Wheels where sales dropped by 130MY and 40MY respectively from LY.

< STORE INFORMATION > Sep 2009: New store 0; Opening and Closure due to store format change 0; Relocation, Scrap & build 0 ; Closed 1  
 Total number of domestic stores at the end of Sep 2009: Domestic 517 (Super AUTOBACS 76, AUTOBACS 399, AUTO HELLOES 8, AUTOBACS Hashiriya Tengoku Secohan Ichiba 28, AUTOBACS Express 6)

<October > (yoy figures are on same store basis, except as cited as "total store")

Both total store and same-store sales in October increased by 3.2% and 2.4% respectively from last year's October results (LY). Although the robust sales growth trend of ETC devices is starting to slow down, the Company's advertising and sales promotion initiatives, such as newspaper ads and TV commercials pumped up the monthly results. The number of Sundays and Holidays increased by one day in the month.

Major sales gains were seen in the segments of Tires, Services and Car electronics where sales increased by 300 million yen (MY) 260 MY and 170MY respectively from LY. Major falls were seen in Motor Sports Goods where sales dropped by 170MY from LY.

< STORE INFORMATION >

Oct 2009: New store 0; Relocation, Scrap & build 3 ; Closed 1

Total number of domestic stores at the end of Oct 2009: Domestic 516 (Super AUTOBACS 76, AUTOBACS 398, AUTO HELLOES 8, AUTOBACS *Hashiriya Tengoku Secohan Ichiba* 28, AUTOBACS Express 6)

<November > (yoy figures are on same store basis, except as cited as "total store")

Both total store and same-store sales in November decreased by 10.8% and 11.2% respectively from last year's November results (LY). Factors of change are, 1) sales of seasonal items, such as snow tires, tire chains and batteries, decreased due to warmer climate throughout Japan, 2) sales of expensive and luxury items were sluggish by economic recession, and 3) overall sales were also negatively affected by one fewer Saturday than in November 2008.

Major sales falls were seen in the segments of Tires, Car electronics, Tire Wheels and Motor Sports Goods where sales decreased by 930 million yen (MY), 750 MY, 360 MY and 250MY respectively from LY.

< STORE INFORMATION >

Nov 2009: New store 1; Relocation, Scrap & build 0 ; Closed 1

Total number of domestic stores at the end of Nov 2009: Domestic 516 (Super AUTOBACS 77, AUTOBACS 397, AUTO HELLOES 8, AUTOBACS *Hashiriya Tengoku Secohan Ichiba* 28, AUTOBACS Express 6)