

EXPLORING THE JAPANESE DOMESTIC MARKET

students Kotenko V.V. and Yurlov D.S.

scientific supervisor - senior lecturer Ladutska N. F.

Belarusian National University of Technology

Minsk, Belarus

JDM that stands for Japanese Domestic Market refers to cars and spare parts that are manufactured or sold only in the Japanese market. These cars are popular among car enthusiasts because of their unique design, distinct design and high performance. Initially, this term meant a product that was intended only for Japan, but now it is attributed to any high-performance new or used Japanese model sold in Japan and in several world markets, such as the USA and Canada. The beginning dates back to 1980-1990. In the 1980s, the first significant changes took place, which began to make the Japanese market noticeable for the American market. At that time, two-door coupes, such as the Nissan 240sx, Mazda Rx-7, Toyota Supra and others began to be sold by the US car dealerships. But a huge leap occurred in the nineties, when magazines such as "Sport Compact Car" and "Super Street focused" began to write about tuning of Japanese cars such as the Honda Civic, Nissan 240 sx, Mitsubishi Eclipse and Acura Integra - these were some of the most popular Japanese cars and are now firmly entrenched like JDM legends.

The great popularity of the magazines perfectly coincided with the new deliveries of Japanese cars to the American market. The old cars were upgraded and brought along with the new ones to the exhibition halls. In the early 2000s all new cars are imported to the USA, such as Subaru Impreza WRX STI, Mitsubishi Lancer Evolution, Honda s2000 and others.

At the same time, the first part of the no less legendary film "Fast and Furious" was released. The film is devoted much to automobiles, their technical specifications and their tuning. In the film, you could see Japanese cars with a

large amount of tuning, an unusual appearance such as large spoilers, etc. Thanks to the film, new words from tuning appeared in people's life, for example: supercharger, twin turbo, nitrous oxide. Moreover, this film has a further promotion of JDM and it has made the cars popular across the globe.

It is impossible not to mention Kunimitsu Takahashi. This man has greatly influenced Japanese automotive culture. His peak of popularity was in 1970 and before the beginning of the two thousandth. It all started with high prizes at any competitions, but after a serious injury in 1962, he finished with competitions and took up drifting as a sport. Thanks to his highest skill in drifting on JDM cars, such a car as the Hakosuka GTR, or more simply, the Nissan Skyline 2000 GT-R has established itself as a legend of the Japanese market and has interested many people to plunge into the Japanese market. It is worth mentioning that JDM is not allowed everywhere. For example, in the USA, JDM cars are not allowed due to safety and environmental issues, but this does not apply to all models - models older than 25 years are prohibited. Besides, all JDM cars are right-hand drives, because Japan drives on the left and is a right-hand drive country. The price for these cars in Japan depends on the make and model of a car.

The more people, the more opinions. Not everyone is impressed by the Japanese market and they do not even want to put Japanese cars next to the European ones, but this does not prevent the Japanese from gathering their fans around the world. It is worth noting that the JDM culture, as it gained popularity, was divided into different subcultures: drifting, high-speed driving techniques, street racing, tuning, stance and others. Now it is a full-fledged global community with a huge market of goods and products around the world. Accessories such as key chains, stickers, caps, T-shirts are part of the JDM movement, as are the cars themselves. JDM is not just a car, JDM is a way of life.