

A great many redesigned and new vehicles are in the pipeline from Japan, according to an Automotive News analysis of future product plans at Toyota, Honda and Nissan.



The new-product blitz could alter the competitive landscape. The companies have been in a bit of a product launch sag for two years. But now things are hotting up in volume models: New versions of the Toyota Camry, Yaris and RAV4; Honda Accord and CR-V; and Nissan Versa, Sentra and Altima will arrive in dealerships before 2013.

All three makers have plans for ventures into new segments, too, where they're banking on new products to help alleviate difficulties ranging from supply shortages, a strong Yen, renewed competition from American automakers, and vigorous contenders in the market from Korea.

Last year, Toyota, Honda, Nissan and their luxury brands combined for a 33.7% U.S. market share. That was down from 35.4% in 2009, and through June of this year the number was 30.4%. Hit products could reverse the trend. Automotive News' future product forecast through the 2015 model year shows that 27 new or redesigned vehicles will arrive by the end of next year for Japan's top three automakers.

Forthcoming models include the Infiniti JX seven-passenger crossover, the Scion iQ three-seat minicar and FR-S sporty coupé, and the Toyota Prius C subcompact and tall Prius V, both offshoots of the standard Prius.