



Company Profile

ABE SHOKAI

Introduction

In 1948, in Kanda, Abe Shokai began its journey as an auto parts dealer. Thanks our esteemed customers, we were able to celebrate our 73rd anniversary in 2021. We have come this far thanks to our customers and business partners who have supported us since our founding.

It goes without saying that all this was also possible thanks to our senior colleagues and employees. Since our founding, we believe that our mission is to continue to contribute to the development of the automobile culture. A company that simply sells products has no reason to exist. No matter how the times change, we will continue to value the ideals of the customer above all else. If we can do that, I believe we will continue to thrive far into the future. I would like to contribute to the business and community that the next generation can be proud of. This desire is also my desire to continue to be a company of whom everyone is satisfied of.



Abe Shokai Co., Ltd.
CEO - Fumiyasu Abe

Management philosophy & Code of conduct

Management philosophy

- 1) We aim to be a company where each and every one of us becomes a pillar of the company, and where customers, employees of Abe & Co., and their families can all be satisfied.
- 2) We aim to become a strong company while maintaining a strong sense of responsibility as a member of society.
- 3) Through automobile-related products from around the world, we aim to further enrich Japan's motorization culture while contributing to our community.

Code of conduct

To achieve our management philosophy, we shall:

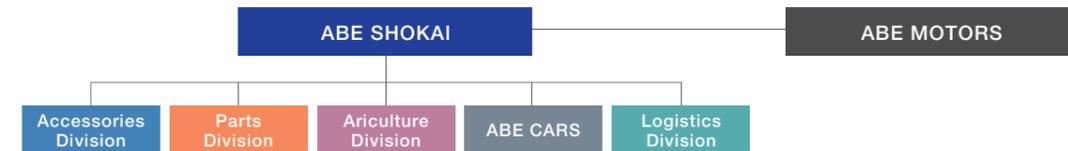
- 1) Always be grateful.
- 2) Set goals and act accordingly without the fear of failure or change.
- 3) Maintain a sense of vigilance.
- 4) Always analyze and compare while being cost-conscious.
- 5) Aim for team results instead of as individuals.
- 6) Comply to the law as members of society.
- 7) Abe Shokai as a group, we will be simple and swift in our organizational management .

Company Profile / Management Finance Department / Company Organization / Major Clients

Company name	Abe Shokai Co., Ltd.
Head office	3 Kanda Mitoshiro-cho, Chiyoda-ku, Tokyo
President	Fumiyasu Abe
Established	September 11, 1948
Capital	47,340,850 yen (Net assets: 8,390 million yen)
Sales	14 billion 365 million yen (Individually, FY March 2022) Group total 30 billion 448 million yen
Number of employees	Individually 207 people, 407 people as a group

Abe Shokai Co., Ltd.		
Year	Number of employees	Sales
2012	164	9,504,818
2013	171	10,774,505
2014	184	10,949,012
2015	177	11,368,383
2016	181	11,503,760
2017	193	12,145,890
2018	201	12,622,102
2019	201	12,671,195
2020	202	12,917,530
2021	207	14,365,000

ABE MOTORS Co., Ltd.	
Year	Sales
2012	6,660,035
2013	7,607,164
2014	7,479,853
2015	7,877,839
2016	8,836,576
2017	9,173,247
2018	9,147,699
2019	9,078,559
2020	10,234,539
2021	16,082,733



Main customers	< Car manufacturer >	< Auto parts sales company >	Sumitomo Rubber Industries	New Holland HFT Japan
< Car manufacturer > BMW Japan Jaguar Land Rover Japan Volvo Car Japan Gereneral Motors Japan Mercedes Benz Japan Nissan Mazda	Autobacs Seven Yellow Hat Toyota Mobility Parts Subaru Techica International Subaru Auto Accessories Yanase Auto Systems Birdgestone Retail Japan YFC	Maruzen Holdings Fuji Corporation Hori Corporation Navic <Agricultural / Construction / Industrial equipments> Kanto Tekko Nippon Caterpillar LLC Takakita	Hokuren Federation of Agricultural Yamabiko Yanmar Global CS <Other> Evoltz Costco Wholesale Japan Banzai	

Company History

1948

 Founder Bunji Abe established Abe Shokai Co., Ltd. in Kanda, Tokyo. Taking the first step in anticipation of the coming automobile society

1961

 The parts sales department, which was the foundation of Abe Shokai, acquired the right to sell GM genuine parts ACDelco. This would become a big leap in the future.

1964

 In 1964, ABEMOTORS started as the sole importer for the British car maker Triumph. Since 1982, it became an authorized dealer of BMW Japan.

1971

 Acquired exclusive distribution rights for the prestigious Italian brand Pirelli tires. Also started importing merchandise and machinery while establishing a nationwide sales network.

1978

 Acquired sales rights for Bilstein, a top brand that has become the guideline for other companies in suspension technology.

1978

 Acquired the sales rights of ATS, a long-established major wheel manufacturer founded in 1969 in Germany.

1997

 Acquired the sales rights of MAK, a cutting-edge Italian wheel brand.

2005

 Started selling BKT products, which has a lineup of all kinds of off-highway tires (BIAS structure).

2007

 Became the sole importer of THULE in Japan, which has a lineup of car carriers, roof boxes, and carrier accessories that are highly popular all over the world.

2009

 Started selling REMUS, one of the largest exhaust manufacturer in Europe.

2014

 Started selling Eibach, a suspension manufacturer active also in the European sports world.

2014

 Opening of Saitama Logistics Center

2017

 Sales start for Nokian tires, which are highly acclaimed worldwide especially for winter tires, which are even used as winter tires by premium car manufacturers.

2018

 Based on 70 years of experience as a general trading company for automobile parts, ABE CARS TAMA GARAGE opened with a focus on parallel import sales of American cars.

2018

 Kanuma Logistics Center first warehouse opened.

2020

 Following ABE MOTORS, ABE MOTORS GROUP has launched a new BMW/MINI authorized dealer, MOTOREN MEGURO.

2022

 After merging Abe Motors and Motoren Meguro the name changed into ABE MOTORS Co., Ltd.

Global quality, into Japan

At Abe Shokai we take full advantage of our industry-leading network of direct imports and direct sales to ensure and speedy delivery of aftermarket parts from all over the world, including Europe, America, and Asia.



Information network

Abe Shokai makes the most of advertising and social media to disseminate the latest trends from manufacturers around the world to the market. One of our greatest strengths is our ability to quickly provide the makers around the world the requests of Japanese distributors and end users, while also providing them feedback.

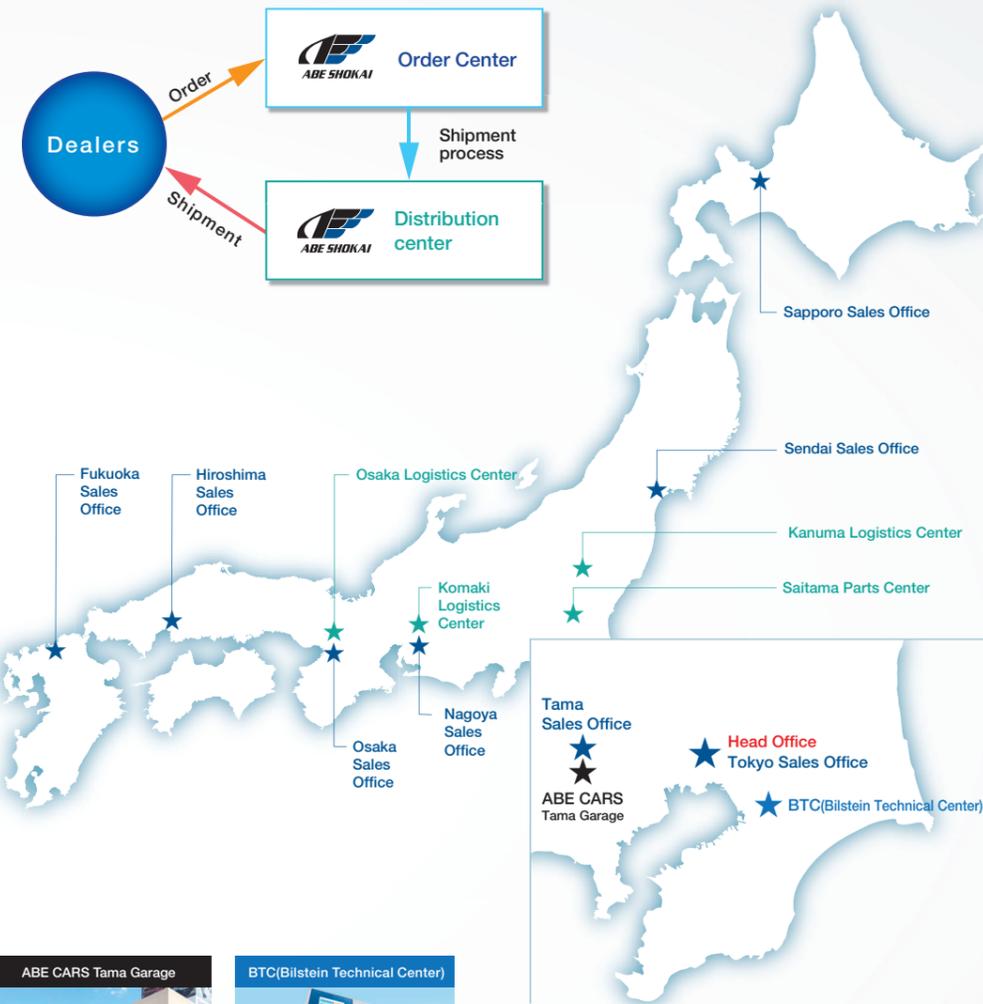


Product Categories

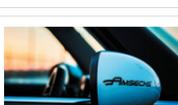
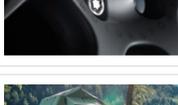
Upgrade Parts Groups such as shock absorbers, Exausts mufflers, and MINI tuning parts.	Wheels and Tires Group of aluminum wheels, wheel lock nuts, spacers, etc.	Active Life parts Group of car carriers, floor mats, etc.	Lighting and Accessories Lighting mods group such as HID daylight and LED.
Lubricant and Battery Maintenance items, such as engine oil and battery.	AGE(ABE GARAGE EQUIPMENT) Automobile maintenance related groups, such as tire changers, balancers and lifts.	European and US car parts A group related to consumable parts necessary for maintenance, mainly for European & American vehicles.	Agricultural / Construction Group of tires and parts for agricultural machinery such as Trelleborg and BKT.
Proxis Abe original taxi parts Good quality & low cost Abe Shokai original taxi parts.	BIOREM An epoch-making cleaning brand from the United States that applies environmental purification technology.	ABE CARS Tama Garage Automobile dealer centered on American cars handled by Abe Shokai.	Abe Motors Group BMW/MINI Authorised car dealer.

Speedy logistics system from order to shipment all over Japan

Abe Shokai has a speedy distribution system with sales offices and distribution centers spread all over Japan. Orders are received through dedicated lines and can be shipped immediately from the nearest distribution center. We can deliver the products without delay.



Main Brands

 <p>BILSTEIN Bilstein Germany</p>	<p>After many years of standing out historically in motor sports, that experience and technology has been adapted into commercial vehicles. Automakers around the world have chosen Bilstein as their top model partner for their reliability and durability due to their advanced technology.</p> 
 <p>Eibach Eibach Germany</p>	<p>Eibach supplies genuine springs to premium car manufacturers around the world based on our many years of experience in the field, advanced technology, and strict quality control. Eibach is also highly evaluated as a top brand for their remarkable attendance in motor sports.</p> 
 <p>REMUS Remus Austria</p>	<p>Since being established in 1990, Remus has consistently produced high-quality mufflers that focus on user needs, and are supported by aftermarket and tuners around the world, becoming the world market leader in sports mufflers for both 4-wheel and 2-wheel vehicles.</p> 
 <p>AMSECHS Amsechs Japan</p>	<p>AMSECHS, produced by Abe Shokai and MINI Ota, was born with the aim of providing more appeal to MINI and the lifestyle of those who ride it. With a full lineup of products, Amsechs meets the needs of owners who pursue the fun and possibilities of MINI.</p> 
 <p>MAK MAK Italy</p>	<p>MAK was established in 1990 as a joint venture by two companies. It's a wheel's brand that pursues pure and emotional dynamic beauty. MAK also boast a wide range of size lineups that correspond to various European vehicles.</p> 
 <p>BBS BBS Germany</p>	<p>BBS are recognized worldwide as the highest quality, sportiest lightweight aluminum wheels. For more than 50 years, BBS has continued to challenge high goals as a leading manufacturer of aluminum wheels.</p> 
 <p>VORSTEINER Vorsteiner USA</p>	<p>A wheel brand established in Los Angeles in 2004 to create the perfect product. We will continue to pursue the creation and supply of the highest quality products in the tuning market, as well as aggressive design and fitting.</p> 
 <p>Breyton Breyton Germany</p>	<p>Brayton is a BMW tuning company. The high-quality aluminum wheels are designed with the aim of merging unique style and delicate design. Through this attempt, Brayton wheels have achieved a high level of design that is unparalleled in the world.</p> 
 <p>LA STRADA La Strada Japan</p>	<p>LA STRADA, which started in 2003 as the second brand of Abe Shokai's original brand AUTOSTRADA, has designed and released more than 20 types of wheels since its birth.</p> 
 <p>McGard McGard USA</p>	<p>The McGard wheel locks each has a unique shape that makes it difficult to steal, and the strong material makes it resistant to vandalism. In addition, it exhibits excellent anti-corrosion performance due to plating. Due to its high reliability, it is also used as a genuine product by many automobile manufacturers.</p> 
 <p>THULE Thule Sweden</p>	<p>Founded in 1942, Thule has always focused on the development of smart and stylish systems, such as roof boxes and cycle carriers. We continue to create quality, safe and easy-to-use car carrier products for your precious cargo and your adventurous spirit.</p> 
 <p>WeatherTech WeatherTech USA</p>	<p>WeatherTech is a well-known brand of floor mats founded in 1989. WeatherTech is committed to the quality of the floor mats that are essential for vehicle protection, and they guarantee the world's top-class quality for floor mats that make full use of the latest technology.</p> 
 <p>FUCHS Fuchs Germany</p>	<p>Fuchs is today the world's largest lubricants specialist. For more than 80 years since its founding they still continued to research and develop lubricants. Fuchs products are selected for engine oil, ATF, grease, etc., which are used in many European cars when manufactured.</p> 
 <p>NOKIAN TYRES Nokian Tyres Finland</p>	<p>Nokian Tyres is the world's first tire manufacturer to produce winter tires in 1934. It is highly evaluated worldwide especially for winter tires, so far as to being adopted by premium car manufacturers.</p> 
 <p>GITI Giti China</p>	<p>GITI/GT Radial is a global tire manufacturer group that works with automakers around the world and responds to a wide range of needs in the aftermarket market. In 2020 they ranked 12th globally as a tire maker.</p> 
 <p>Continental Continental Germany</p>	<p>Since its founding in 1871, Continental's goal has been to bring safety without compromising driving comfort and enjoyment. It is also selected as the genuine equipment tire of the world's major automobile manufacturers.</p> 
 <p>PIRELLI Pirelli Italy</p>	<p>Founded in Milan in 1872, Pirelli remains one of the world's most prestigious brands today, with its roots in Italy for cutting-edge technology, high-end products and a passion for innovation. Pirelli meets any need with their lineup.</p> 
 <p>ACDelco ACDelco USA</p>	<p>ACDelco is an auto parts brand that has continued to evolve with the development of auto parts for about a century and supplies parts for all models of auto manufacturers around the world. ACDelco offers products that can be adapted to various automotive systems.</p> 
 <p>BKT BKT India</p>	<p>BKT, which is supported in the European and North American markets, has a lineup of tires for agricultural machinery, construction machinery, work machinery, earth movers, port cargo handling machinery, ATVs, and lawn maintenance equipment in two types, bias and radial structure.</p> 
 <p>TRELLEBORG Trelleborg Italy</p>	<p>Trelleborg designs, manufactures and sells high-quality tires and wheels for agricultural and forestry machinery, industrial machinery such as Forklifts, and construction machinery such as wheel loaders.</p> 
 <p>MAGNAFLOW Magnaflow USA</p>	<p>MAGNAFLOW is America's No.1 exhaust manufacturer, which is used in cars around the world for its high quality. It's a major brand recognized by the authority of the automobile industry, including many custom builders. Fans around the world love products that focus on quality, power and sound.</p> 
 <p>VARTA VARTA Germany</p>	<p>VALTA, which boasts the No. 1 genuine installation rate for European cars, releases high-performance batteries one after another. Above all, the market share of AGM batteries is second to none. Valta is recognized as a trusted brand worldwide.</p> 
 <p>SWAG Swag Germany</p>	<p>SWAG was established in 1954 and has a history of more than 60 years as a parts supplier. It supplies high-quality European car aftermarket parts to more than 140 countries, and manufacture and sell more than 14,000 types of products.</p> 
 <p>BioRem BioRem USA</p>	<p>With more than 20 years of development and commercialization of eco-friendly and high-performance cleaning technology, this cleaning agent uses naturally derived ingredients and exhibits cleaning effects that exceed user expectations. It is supported by a wide range of industries, from the industrial field to the household product market.</p> 
 <p>CEMB CEMB Italy</p>	<p>CEMB is an Italian wheel balancer manufacturer with a long history. Known for its world-leading advances in unbalanced geodesic technology for all rotating axes, from wheels to heavy industrial machinery.</p> 
 <p>ABE CARS Tama Garage Abe Cars Japan</p>	<p>ABE CARS is a car dealership operated by Abe Shokai Co., Ltd. We have one of the best parts in Japan, including custom parts directly imported by our company, and deliver a fun American car life to Japan from TAMA GARAGE.</p> 

ABE MOTORS GROUP



We would like more people to know about the wonderful brands "BMW" and "MINI".
Within the special environment of Tokyo and it's suburbs, we want our customers to enjoy their special cars even more.
That is the thought of ABE MOTORS GROUP. As an authorized BMW/MINI dealer, we provide reliability, safety, and even fun.

Group Vision

To make Tokyo a city full of happy car life.

Group Mission

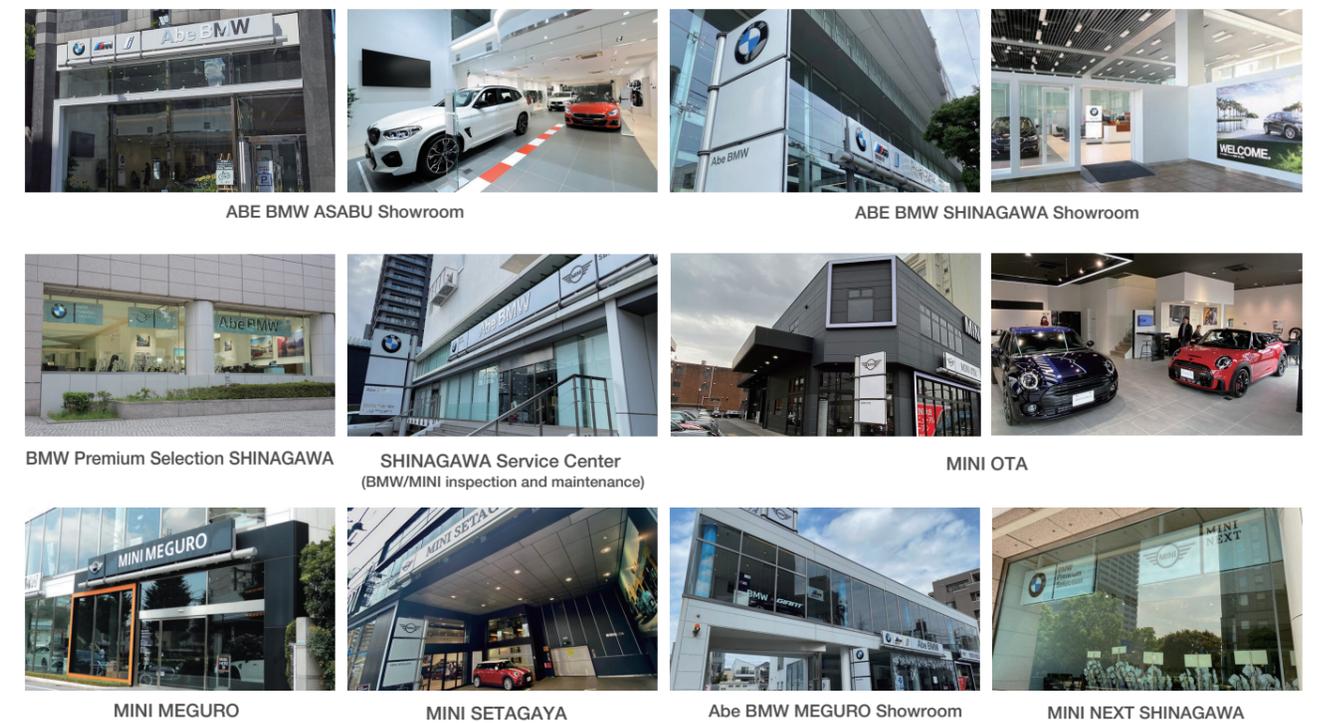
- Suggestions for creative services.
- Providing the highest level of technology and reliable maintenance.
- Thorough customer service that maintains high customer satisfaction.
- Contribute to local communities and popularize next-gen energy vehicles.
- Passion for high performance models and motor sports.
- Spread a happy car life.

Brand Image



ABE MOTORS Co., Ltd.
CEO - Ryota Abe

ABE MOTORS



TEAM AbeMotors MINI CHALLENGE Project !!

Currently challenging the "MINI CHALLENGE JAPAN" race exclusive to the New Mini.
TEAM ABE MOTORS, the president holding the steering wheel himself, and the team staff consisting only of company employees, how far can we compete starting from scratch.
In order to shorten the time even by 0.1 seconds, in order to raise the ranking even by a little, I will run with all my might, worry with all my might, and play with all my might. We will convey the fun of ABE MOTOR and the fun of MINI through the struggle of MINI CHALLENGE.

