

# Connecting the World with Used Cars From Japan



**The Triumphfield Group specializes in exporting more than 230,000 used cars each year to more than 100 countries across the globe. Triumphfield Holdings Co., Ltd. President and Representative Director Masaki Ito speaks about how business can contribute to lifestyle improvements as well as economic development both in Japan and beyond.**

I work as representative director at Triumphfield Holdings Co., Ltd. It was founded in 2017 to manage subsidiaries and operate the Triumphfield Group, which runs a used car exporting business.

SBT CO., LTD., the core of the group, was founded in 1993, around the time that exports of Japanese cars began in earnest. SBT was a pioneer among companies specializing in used car exports and has a 30-year history. Today, we export over 230,000 used cars to more than 100 countries each year, and our annual sales exceed 185 billion yen (\$1.24 billion). Even in the used car export industry, few other companies of our size exist around the world.

Within Japan, it's customary to buy and switch to a new car after a certain amount of time. This is why good-quality, reasonably priced used cars are constantly entering the market. There is great demand for these used cars overseas, and we act as a bridge connecting supply and demand between Japan and the rest of the world.

Regulations on automobiles differ by country, and demand is varied. Broadly speaking, everyday cars are used as a means of transport for ordinary citizens and as essential for business in countries with developing economies. But on another level, there are more than a few examples of affluent people in Europe, the U.S. and elsewhere purchasing excellent, valuable automobiles as a hobby or investment. Our job is to understand

customer demand clearly, provide cars that fit the intended use and offer customer satisfaction.

## **Deep experience in sales**



My family used to be in used car sales, and I have been interested in this industry since I was a student. After graduating from university in America, I joined SBT in 2005 to try out the export business. I started as a sales representative for Europe, which kept me in the sales field for a long time. I was appointed president and representative

director of SBT in 2016 and then assumed the same role at Triumphfield Holdings when it was founded in 2017.

I learned about the people and societies of many countries and gained a multifaceted perspective on the world through my experience studying abroad and working in various countries. This is not only useful in management, but also influences my views on work and life. Seeing first-hand the usefulness of Japanese cars abroad and the happy faces of buyers makes me feel delighted to have gotten involved in this work. I am determined to continue serving many more people in the future.

The company has grown significantly over the nearly two decades since I joined SBT. The turning point for us was a drop in sales following the bankruptcy of Lehman Brothers in 2008 and the rapid growth that followed. We faced a momentary crisis because of a drop in inventory prices and distribution delays, but resumed bringing in more inventory based on the assumption that the market would recover. This yielded results, and from 2010 to 2015 our sales rapidly expanded from 12.4 billion yen to 92.1 billion yen. This experience made me realize the importance of seeing risks as opportunities and moving forward, even in tough situations.

## **Growth through service**

Our corporate philosophy is, “Smile and Happiness to All,” and our management philosophy is, “Corporate management that contributes to society through sustainable growth and development.” While serving others, our company must also grow. By growing, we can serve more people and increase opportunities for employees to play active roles.

The next generation of leaders must incorporate diverse perspectives and ideas to grow and develop their companies. I believe diversity is essential for sustainable growth amid

ever-intensifying technological advances and social changes. Over 20% of our employees in Japan are foreign nationals from more than 20 countries. We are also working to revolutionize how employees contribute by increasingly introducing remote work.



As we move forward under the theme of business innovation, we will further expand the scope of our business, focusing on the used car export business. We will also engage in commercial products, services and other new car-related businesses. In addition, we're considering using our established overseas channels to deliver both cars and high-quality items and culture from Japan to the rest of the world.

Many countries retain a noticeable gap between rich and poor. Our role and hope is that we can support people's lives and contribute to economic development through our business. Our future goal is to grow from being an automobile specialist to becoming a general trading company, and we aim to become a leading global company representing Japan.

\*Please note that the automatic translation on your browser may not be entirely accurate. For any further information, please contact the company profiled.

Custom Content from WSJ is a unit of The Wall Street Journal Advertising Department. The Wall Street Journal news organization was not involved in the creation of this content.

Copyright 2025 Dow Jones & Company, Inc. All Rights Reserved

This copy is for your personal, non-commercial use only. Distribution and use of this material are governed by our Subscriber Agreement and by copyright law. For non-personal use or to order multiple copies, please contact Dow Jones Reprints at 1-800-843-0008 or visit [www.djreprints.com](http://www.djreprints.com).

- Privacy (<https://www.dowjones.com/privacy-Notice/notice/?mod=thetrust>)
- Cookie (<https://www.dowjones.com/cookie-Notice/notice/?mod=thetrust>)