

## Ranking of global Japanese brands for 2009

Rank	Brand	Brand value (in million dollars)
1 <sup>st</sup>	<b>TOYOTA</b>	<b>31570</b>
2 <sup>nd</sup>	<b>HONDA</b>	<b>17673</b>
3 <sup>rd</sup>	<b>SONY</b>	<b>12438</b>
4 <sup>th</sup>	CANON	10484
5 <sup>th</sup>	NINTENDO	9182
6 <sup>th</sup>	PANASONIC	4287
7 <sup>th</sup>	LEXUS	3233
8 <sup>th</sup>	NISSAN	2901
9 <sup>th</sup>	TOSHIBA	2404
10 <sup>th</sup>	SHARP	2344
11 <sup>th</sup>	SHISEIDO	2201
12 <sup>th</sup>	KOMATSU	2005
13 <sup>th</sup>	SUZUKI	1562
14 <sup>th</sup>	NIKON	1533
15 <sup>th</sup>	RICOH	1376

Source: Interbrand Corporation, *Japan's Best Global Brands 2009*