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Category, Product and Listing Guidelines

(Automotive)

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1. Product registration guidelines for automotive products

1.1 Product names

[Manufacturer] [brand] [product name] [specifications/color, size, type, quantity, etc.] [model number]

Example: コムテック (COMTEC) 超高感度トリプルエンジン搭載レーダー探知機 リモコン付 GL847
(supersensitive triple engine radar detector with remote control GL847)

- [Manufacturer] Provide the manufacturer's name (e.g., カーメイト、セルスター, etc.) (Car Mate, Cellstar)
- [Brand] Provide the brand name (e.g., inno, ASSURA, etc.). (The brand name may be omitted if the brand name and the manufacturer's name are identical.)
- [Product name] Provide the product's official name.
- [Specifications/color, size, type, etc.] Provide relevant information on color, size, and specifications.
- [Model number] Provide the manufacturer's model number.

Important points

- Keep product names to within 50 full-width spaces (including spaces).
- Separate each entry with half-width spaces.
- Use half-width spaces.
- Enter alphabetic letters, numerals, and hyphens as half-width characters.
- Do not use half-width katakana characters.
- Do not use Type 1 High ASCII characters, other special characters, or machine-dependent characters.
- Do not include text or symbols that are not actually part of the product name.
- Including information concerning specific promotions (e.g., 【送料無料】 (free shipping) or 【30% オフ】 (30% off)) is prohibited.

1.2 Brand names

- If the brand is a domestic brand
Katakana (alphabet) Example: ショーエイ (SHOEI)
- If the brand is an overseas brand **Alphabet (katakana)** Example THULE (スーリー)

Important points

- Separate each entry with half-width spaces.
- Use half-width spaces.
- Do not use half-width katakana characters.
- Enter fonts (half-width or full-width characters, capital letters, lower-case letters) as shown in the marketing name of each brand.

1.3 Product types

Enter the appropriate product type in Product Type value of the product file.

Select and enter the appropriate type for each product from the following three types.

■ Product Type and typical product examples

Product Type	Corresponding products
Auto Accessory Misc	Interior accessories, car interior items, roof carriers, car-washing products, batteries, lights, tires, motorcycle apparel, helmets, motorcycle clothing, goggles, helmets, etc.
Auto Part	4-wheel vehicle exterior parts, replacement parts (e.g., mufflers, brake pads, fuses, etc.)
Powersports Part	2-wheel vehicle exterior parts, replacement parts

***The following products may not be sold as automotive products**

Check appropriate categories and then post products in their proper categories.

Non-automotive part	Category	Exceptions (products that can be registered as automotive products)
Portable navigation systems	Electronics	Radar detectors, ETC devices, and driving recorders are automotive products.
iPod transmitters	Electronics	Radar detectors, ETC devices, and driving recorders are automotive products.
Tools	Tools & Home Improvement	Tools designed especially for vehicles (e.g., jacks, "T" wrenches, batteries, etc.) are automotive products.
Children's car seats	Baby & Maternity	Ordinary car seats (e.g., RECARO seats, etc.) are automotive products.

*Built-in car navigation systems (such as HDD and DVD car navigation systems) are registered as automotive products.

1.4 Variations

Post **all** variations in the Automotive store as **single items**, not as grouped items.

2. Registration guidelines for specific product types

2.1 Tires and wheels

Register the **product names of tires and wheels** in accordance with the following rules.

■ Single tire

{Brand} {product name} {model number} width/tire profile rim diameter
(example: 165/50-15)

■ Single tire

{Brand} {product name} {model number} size (example: 5.00J-15)

■ Tire and wheel (1 set)

[Tire brand] [tire product name] [tire model number] [wheel brand]
 [wheel product name] [wheel model number]

Important points

- When selling a four-piece set of tires or wheels, clearly indicate **【4本セット】** (4-tire (or wheel) set) at the beginning of the product name.
- Make product registrations in accordance with the rules of “1.1 Product names” in all other areas.

2.2 Replacement parts (compatibility table)

It is recommended that you prepare compatibility tables showing specific car models and years for batteries, windshield wipers, etc., by acquiring information from manufacturers' catalogues and websites, preserving such information as image data, and posting them as “other images.”

- For more information on other images (other-image), please see the following help page:

https://sellercentral-japan.amazon.com/gp/help/help.html/ref=ag_32851_cont_27121?ie=UTF8&itemID=32851&language=ja_JP

2.3 Helmets

Clearly indicate the safety specifications of helmets (e.g., SG, PSC, JIS, SNELL, or MFJ approval) in the “product specifications bullet points” (bullet-point 1-5).

If you are selling helmets for two-wheel vehicles or motorized bicycles as parallel imports, please note that sale of such products is prohibited if they have not received the SG mark or PSC mark. Display of a PSC mark is required by the Consumer Products Safety Act. You are requested to post and sell products in full compliance with the Consumer Products Safety Act and other relevant laws and ordinances.

2.4 Important points when registering HID bulbs

Provide the following two points of information in the product name when registering HID bulbs.

- Bulb type

The following bulb types may be used:

D1S, D1R, D1C, D2S, D2R, D2C, D3S, D3R, D3C, D4S, D4R, D4C

- Color temperature

Use Kelvin (K) as the unit to indicate color temperature.

Title example

Example: GE 製 HID 純正交換 バルブ 9000K D2S (GE GID genuine replacement bulb 9000K D2S)