

FLEX Automotive Makes 100+ JDM Vehicles in Japan Available to U.S. Buyers Nationwide

FLEX connects U.S. buyers with 100+ JDM Land Cruisers and Toyota 4x4s in Japan, with nationwide delivery and prices starting around \$20,000.

SAN DIEGO, CA, UNITED STATES, August 20, 2026 /EINPresswire.com/ -- [FLEX Automotive](#), a Japanese automotive company specializing in Toyota Land Cruisers and other Toyota vehicles, is expanding access to its Japanese-market (JDM) vehicle inventory, giving American enthusiasts nationwide a direct line to vehicles sourced from Japan. The company currently lists more than 100 [JDM vehicles](#) for sale, with most priced between approximately \$20,000 and \$53,000, inclusive of ocean freight and applicable import tariffs; domestic delivery within the U.S. is arranged separately.



FLEX's Iruma dealership in Japan, showcasing a lineup of Toyota Land Cruisers and the company's long-standing presence in the Japanese market.

“

We already have the people and infrastructure in Japan and in the U.S. Our job is to connect the two and make the process much more straightforward for buyers nationwide.”

*Yohei Nakamura, Director,
FLEX Automotive*

Founded in Japan in 1967, FLEX built its business around Toyota vehicles, with a particular focus on the Land Cruiser, before opening its first overseas dealership in San Diego, California. With a growing number of Japanese-market vehicles becoming eligible for import under the federal 25-year rule, FLEX is now using that same Japan-to-San Diego pipeline to make its full JDM inventory available to customers across the country, not just those near San Diego.

Nationwide Delivery

Before export, every FLEX JDM vehicle passes through the FLEX Technical Center in Japan for inspection, necessary repairs and preventative maintenance. The vehicle is then shipped to the

Port of Long Beach, where it clears U.S. customs before being transported to FLEX's San Diego facility for a second inspection and detailing. From there, FLEX arranges transport to the buyer's home state. A customer does not need to live near San Diego, or visit California, to buy and receive a FLEX JDM vehicle.

FLEX's current JDM customer base is concentrated in Texas, Arizona and Florida, and the company has delivered vehicles to buyers well beyond those states.

"Just received my Landcruiser Prado! ... Helped find affordable transportation to FL from CA for the vehicle and kept checking in with me." — Carlos C., FLEX customer, Google review

Registration requirements vary by state. FLEX provides the export and import documentation buyers need to support that process, but buyers remain responsible for completing registration in their home state.

A Direct Connection to Japan

Interest in JDM vehicles has grown steadily among American enthusiasts seeking vehicles, engines, trim levels and configurations that were never officially sold in the U.S. Buying one, however, can require navigating vehicle condition, preparation, export procedures, international shipping and the U.S. import process across multiple parties.

FLEX's presence in both Japan and the United States allows it to approach that process differently. Rather than operating solely as a U.S.-based importer, FLEX has its own operations on both sides of the process — sourcing and preparing vehicles through its Technical Center in Japan, then receiving and inspecting them again at its San Diego facility before delivery to the buyer.

"American enthusiasts have known about many of these vehicles for years, but actually buying



JDM Land Cruisers being inspected and prepared for export at the FLEX Technical Center in Japan.



A lineup of customized Toyota Land Cruisers outside FLEX Automotive's San Diego dealership, the company's first location outside Japan.

one in Japan can still feel out of reach,” said Yohei Nakamura, Director of FLEX Automotive. “We already have the people and infrastructure in Japan, and we’ve built the same thing here in the U.S. Our job is to connect the two and make the process much more straightforward for a customer in Texas, Ohio or anywhere else in the country.”

Vehicles America Never Got

One of the biggest attractions of the JDM market is access to versions of familiar vehicles that American buyers never received. Japanese-market Land Cruisers, for example, have offered diesel engines, right-hand drive configurations, and trim levels and body styles unavailable through U.S. Toyota dealerships. FLEX’s current inventory includes Japanese-market versions of the Toyota Land Cruiser 70, 80 and 100 Series, along with the Land Cruiser Prado and other Toyota 4WD models, depending on age and U.S. import eligibility.

Because eligibility is tied to the federal 25-year rule, that selection keeps expanding. The Land Cruiser Prado 120 series, introduced in Japan in 2002, is set to begin reaching import eligibility in 2027. FLEX plans to continue growing its JDM offerings as new model years become eligible, using its presence in Japan to introduce American enthusiasts, coast to coast, to vehicles and specifications they may not otherwise encounter.

Bringing Japanese Land Cruiser Culture to America

FLEX’s move into JDM sales extends its decades-long relationship with the Land Cruiser, and the knowledge it has developed in Japan around the vehicles themselves and the styles and customization trends that surround them. That influence can already be seen at FLEX’s San Diego operation through [Renoca](#), its vehicle customization program pairing classic-inspired styling with modern Toyota platforms. Expanding JDM availability adds another connection between the two markets: giving American enthusiasts access to vehicles that were originally built for and sold in Japan.

“There are so many interesting Toyota vehicles and specifications in Japan that American customers never had the opportunity to buy when they were new,” said Nakamura. “Every year, another group of those vehicles reaches import eligibility. We want FLEX to be one of the places enthusiasts can turn to when they’re ready to experience those vehicles in the United States.” Customers interested in browsing FLEX’s current inventory of more than 100 JDM vehicles, or requesting a specific model, can contact FLEX Automotive, visit [flexmotor.com](#), or stop by the company’s San Diego dealership to learn more about currently available and upcoming vehicles.

About FLEX Automotive

FLEX was founded in Japan in 1967 and has decades of experience specializing in Toyota vehicles, particularly the Toyota Land Cruiser. FLEX Automotive established the company’s first overseas dealership in San Diego, California, bringing its experience in Toyota sales and customization to

the United States. FLEX's U.S. operation offers Toyota and Lexus SUVs and trucks, more than 100 Japanese-market vehicles with nationwide delivery available, and Renoca customized vehicles inspired by classic Toyota design.

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