

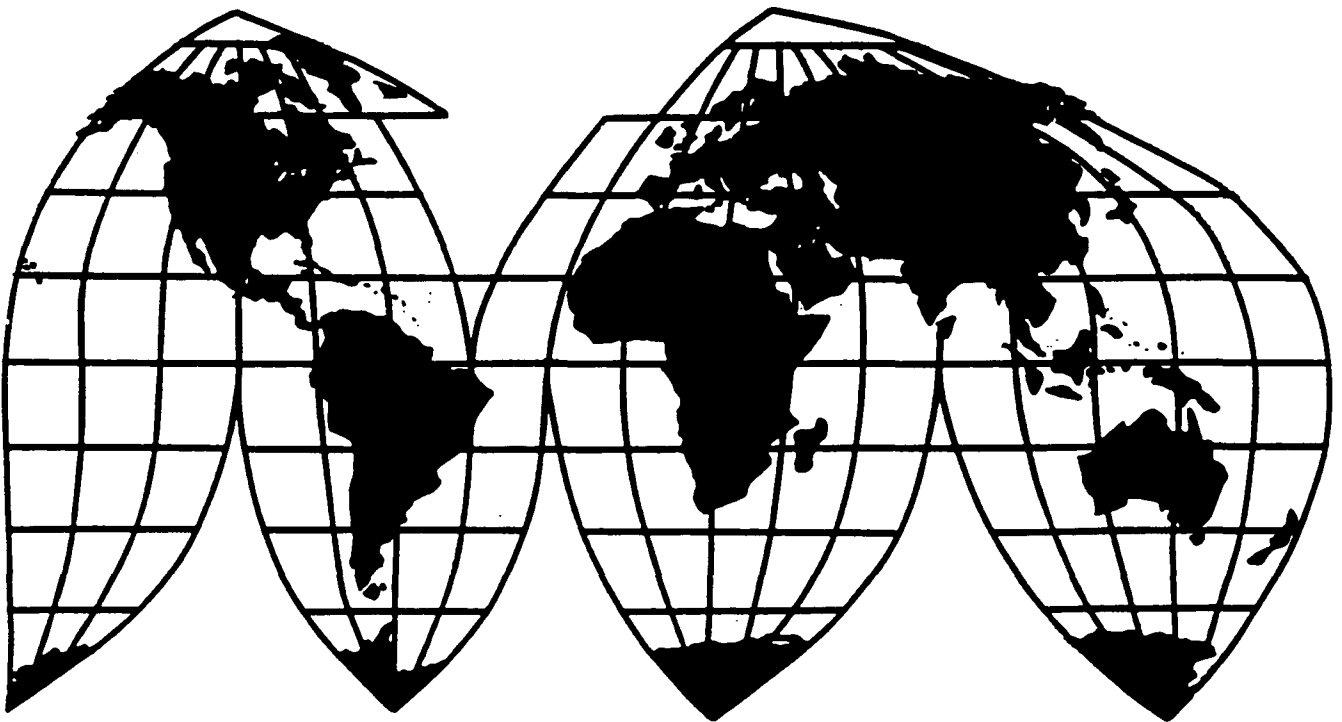
The U.S. Automobile Industry Monthly Report on Selected Economic Indicators

Investigation No. 332-207

Publication 2861

February 1995

U.S. International Trade Commission



Washington, DC 20436

U.S. International Trade Commission

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PREFACE

In November 1980, the U.S. International Trade Commission, under section 201 of the Trade Act of 1974, determined that certain motor vehicles and certain chassis and bodies therefor were not being imported into the United States in such increased quantities as to be a substantial cause of serious injury, or threat thereof, to the domestic industry producing articles like or directly competitive with the imported articles (inv. No. TA-201-44). In December 1980, the Subcommittee on Trade, Committee on Ways and Means of the U.S. House of Representatives, requested that the Commission provide it with monthly data on U.S. automobile imports, sales, production, and prices. In late December 1980, the Commission instituted inv. No. 332-121, U.S. Automobile Industry Monthly Report on Selected Economic Indicators. The request by the Subcommittee on Trade of the House Committee on Ways and Means for monthly data on the automobile industry was renewed four times between 1981-85, with the final request in 1985 (inv. No. 332-207) having no fixed date for termination.

The report uses trade data compiled from official statistics of the U.S. Department of Commerce. Sales, production, and certain price data are derived from Automotive News. The U.S. Department of Labor provides employment and consumer and producer price data, while quarterly financial results for U.S.-owned automakers are from various public sources.

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Table 1

New passenger automobiles: U.S. retail sales of domestic production, production, inventory, days' supply, and employment, by specified periods, February 1993-January 1995

(In thousands of units; thousands of employees)

Item	1994-95			1993-94	
	Dec. 1994	Jan. 1995	Feb. 1994-Jan. 1995	Jan. 1994	Feb. 1993-Jan. 1994
Retail sales of domestic production.....	562	468	7,170	480	6,507
Production.....	510	547	6,624	530	5,345
Inventory.....	1,438	1,534	(1)	1,407	(1)
Days' supply ²	67	81	(1)	65	(1)
Employment: ³					
Total employees.....	916 ⁴	926 ⁵	(1)	847 ⁶	(1)
Production workers...	712 ⁴	719 ⁵	(1)	648 ⁶	(1)

¹ Not applicable.

² Days' supply is an average for each class size which is determined by the previous month's retail sales.

³ Employment data are for SIC 371 (motor vehicles and motor vehicle equipment).

⁴ Data are for November 1994, revised.

⁵ Data are for December 1994.

⁶ Data are for December 1993.

Source: Production, retail sales, days' supply, and inventory, Automotive News; and employment, U.S. Department of Labor.

Note.--Because of rounding, figures may not add to the totals shown.

Table 2

New passenger automobiles: U.S. imports, by principal sources and by specified periods, January 1993-December 1994¹

Source	1994			1993	
	Nov. 1994	Dec. 1994	Jan. 1994- Dec. 1994	Dec. 1993	Jan. 1993- Dec. 1993
	Quantity (units)				
Japan.....	133,396	131,212	1,593,169	143,873	1,597,391
Canada.....	165,722	147,916	1,591,326	104,108	1,468,272
Germany.....	19,917	22,801	187,999	16,719	184,356
Korea, South.....	15,597	21,930	217,962	16,698	126,576
Sweden.....	7,748	9,924	63,867	3,802	58,742
Mexico.....	38,489	43,947	360,370	31,295	299,634
United Kingdom...	3,671	4,938	28,239	3,032	20,048
Italy.....	160	138	1,028	51	1,199
France.....	5	0	60	5	28
Brazil.....	2	1	16	4	4,907
All other.....	4,512	2,707	52,978	4,484	47,303
Total.....	389,219	385,514	4,097,014	324,071	3,808,460
	Value (1,000 dollars)				
Japan.....	2,015,277	2,001,529	24,279,858	2,157,410	21,874,081
Canada.....	2,449,536	2,133,346	22,515,616	1,350,882	18,266,715
Germany.....	648,157	756,462	5,776,161	556,497	5,401,085
Korea, South.....	110,476	156,230	1,470,334	97,514	734,680
Sweden.....	158,280	203,530	1,257,986	70,122	1,145,143
Mexico.....	434,043	536,171	3,943,418	331,106	3,083,941
United Kingdom...	127,413	173,975	1,011,174	117,115	758,254
Italy.....	10,644	8,778	75,884	4,218	61,109
France.....	124	0	1,110	83	491
Brazil.....	36	5	292	48	34,999
All other.....	97,043	59,621	1,034,780	88,153	847,070
Total.....	6,051,029	6,029,646	61,366,612	4,773,150	52,207,605

¹ Data include imports into Puerto Rico; data do not include automobiles assembled in U.S. foreign trade zones.

Source: Compiled from official statistics of the U.S. Department of Commerce.

Note.--Because of rounding, figures may not add to the totals shown.

Table 3
 Lightweight automobile trucks¹ and bodies and cab/chassis for lightweight automobile trucks: U.S. imports, by principal sources and by specified periods, January 1993-December 1994²

Source	1994			1993	
	Nov. 1994	Dec. 1994	Jan. 1994- Dec. 1994	Dec. 1993	Jan. 1993- Dec. 1993
Quantity (units) ³					
Japan.....	13,724	13,337	142,426	11,251	123,584
Canada.....	47,041	38,102	441,270	27,147	486,063
Mexico.....	3,078	3,841	39,723	2,763	31,903
All other.....	90	409	3,302	226	1,683
Total.....	63,933	55,689	626,731	41,387	643,233
Value (1,000 dollars)					
Japan.....	122,072	122,270	1,197,111	92,529	992,927
Canada.....	757,841	551,775	6,284,541	366,642	6,563,600
Mexico.....	58,142	71,612	648,854	38,568	547,866
All other.....	4,712	13,498	102,961	8,286	73,218
Total.....	942,767	759,154	8,233,466	506,026	8,176,972

¹ Defined as not over 10,000 pounds gvw.

² Partially estimated, all data include imports into Puerto Rico.

³ Quantity data include complete trucks and cab/chassis, but exclude bodies.

Source: Compiled from official statistics of the U.S. Department of Commerce, except as noted.

Note.--Because of rounding, figures may not add to the totals shown.

Table 4

New passenger automobiles: U.S. exports of domestic merchandise, by principal markets and by specified periods, January 1993-December 1994

Market	1994			1993	
	Nov. 1994	Dec. 1994	Jan. 1994- Dec. 1994	Dec. 1993	Jan. 1993- Dec. 1993
	Quantity (units)				
Canada.....	43,818	34,374	559,513	36,823	480,909
Japan.....	10,312	12,094	100,400	7,288	56,741
All other.....	25,864	41,752	359,340	36,702	326,588
Total.....	79,994	88,220	1,019,258	80,813	864,238
	Value (1,000 dollars)				
Canada.....	611,279	498,826	7,478,401	519,585	6,391,545
Japan.....	180,258	213,374	1,725,087	137,315	983,476
All other.....	391,078	613,370	5,387,627	583,913	5,100,821
Total.....	1,182,615	1,325,569	14,591,189	1,240,813	12,475,842

Source: Compiled from official statistics of the U.S. Department of Commerce.

Note.--Because of rounding, figures may not add to the totals shown.

Table 5
 Lightweight automobile trucks¹ and bodies and cab/chassis for lightweight automobile trucks: U.S. exports of domestic merchandise, by principal markets and by specified periods, January 1993-December 1994²

Market	1994			1993	
	Nov. 1994	Dec. 1994	Jan. 1994- Dec. 1994	Dec. 1993	Jan. 1993- Dec. 1993
	Quantity (units) ³				
Canada.....	13,627	13,215	162,088	11,603	125,287
All other.....	20,566	4,469	55,630	4,995	34,641
Total.....	34,194	17,684	217,773	16,582	159,929
	Value (1,000 dollars)				
Canada.....	177,024	181,941	2,105,804	153,309	1,573,713
All other.....	45,850	103,394	714,908	106,753	613,251
Total.....	222,875	285,335	2,821,672	260,064	2,186,963

¹ Defined as not over 10,000 pounds gvw.

² Partially estimated.

³ Quantity data include complete trucks and cab/chassis, but exclude bodies.

Source: Compiled from official statistics of the U.S. Department of Commerce, except as noted.

Note.--Because of rounding, figures may not add to the totals shown.

Table 6

New passenger automobiles: Sales of domestic and imported passenger automobiles and sales of imported passenger automobiles as a percent of total U.S. sales, by specified periods, 1994 and 1995

Period	Sales of- Domestic automobiles ¹		Imported automobiles ²		Total U.S. sales ^{1,2}		Ratio of import sales to total sales ^{1,2}	
	1995	1994	1995	1994	1995	1994	1995	1994
	<u>Quantity (units)</u>				<u>--Percent--</u>			
January....	468,400	484,545	113,236	121,910	581,636	606,364	19.5	20.1

¹ Domestic automobile sales include U.S.-, Canadian- and Mexican-built automobiles sold in the United States.

² Does not include automobiles imported from Canada and Mexico.

Source: Automotive News.

Table 7

New passenger automobiles: Price indexes, by specified periods, 1994 and 1995¹

Item	1994-95			1994-95		
	Dec. 1994	Jan. 1995	Percent change	Jan. 1994	Jan. 1995	Percent change
Consumer Price Index:						
Unadjusted..	138.5	139.0	+0.4	133.3	139.0	+4.3
Seasonally adjusted..	137.4	137.7	+0.2	134.7	137.7	+2.2
Producer Price Index:						
Unadjusted..	135.9	136.0	+0.1	132.6	136.0	+2.6
Seasonally adjusted..	133.9	134.5	+0.4	133.8	134.5	+0.6

¹ Consumer price index, 1982-1984 = 100. Producer price index, 1982 = 100.

Source: U.S. Department of Labor.

Table 8

New passenger automobiles: Retail price changes in the U.S. market during January 1995¹

Country source/make	Retail price changes Jan. 1995 (+ or -)
U.S. producers:	
General Motors.....	+0.7 percent
Ford.....	+0.4 percent
Chrysler.....	No change.
Japanese producers:	
Toyota Motors.....	+0.9 percent
Mazda.....	No change.
Honda.....	No change.
Nissan.....	No change.
European producers:	
Volkswagen.....	No change.
BMW.....	No change.
Mercedes-Benz.....	No change.
Korean producer:	
Hyundai.....	No change.

¹ Average retail price change for all models.

Source: Automotive News, January 1995.

Table 9

Sales and profits (loss) on major U.S. automobile manufacturers' operations, by specified periods, 1993 and 1994¹

Item and firm	(In millions of dollars)			
	1994		1993	
	January- December	October- December	January- December	October- December
Sales:				
General Motors.....	154,950	42,600	139,130	37,270
Ford.....	128,440	33,600	108,500	27,800
Chrysler.....	52,220	14,300	43,600	12,000
Total.....	335,610	90,500	291,230	77,070
Profits:				
General Motors.....	4,900	1,570	2,470	1,180
Ford.....	5,300	1,560	2,500	719
Chrysler.....	3,700	1,170	(2,500)	777
Total.....	13,900	4,300	2,470	2,676

¹ Data are for world operations.

Source: New York Times.

Table 10

Manufacturers' suggested retail prices of selected U.S. and Japanese automobiles, April 1981-February 1995¹

Company, model, and options ²	April 1, 1981		Feb. 1, 1995		Percent change in optionally equipped model	
	Base model ³	Option-ally equipped model ³	Base model ³	Option-ally equipped model ³	Jan. 1995-Feb. 1995	Apr. 1981-Feb. 1995
General Motors:						
Cavalier, 2 door.....	\$6,966 ⁴	\$6,966 ⁴	\$10,060	\$10,060	0.0	+44.4
De Ville, 4 door.....	14,198	14,198	34,990	34,990	0.0	+146.4
Ford:						
Escort Pony 2 door HB (RWD, TG).....	5,556	5,857	9,680	9,800	+1.0	+67.3
Toyota:						
Corolla, Deluxe, 4 door (R).....	5,688	5,793	13,618	13,853	+0.9	+139.1
Nissan (Datsun):						
Sentra E, 2 door ⁶	5,369	5,369	9,610	9,610	0.0	+79.0
Maxima GXE, 4 door.....	10,379	10,379	19,999	19,999	0.0	+92.7
Honda:						
Civic 1500, 2 door HB (R) ⁷	4,599	4,694	9,750	10,150	0.0	+116.2
Accord DX, 4 door (R).....	7,645	7,950	14,800	15,050	0.0	+89.3

¹ Suggested retail prices do not include any dealer incentives, below-market financing or rebates.

² The following codes apply: RWD = rear window defroster; TG = tinted glass; HB = hatchback; AT = automatic transmission; AC = air conditioning; R = radio.

³ Base models are 2 door or 2 door hatchback and 4 door or 4 door hatchback models. Optionally equipped models are base models which have been equipped with the options listed in parenthesis.

⁴ Cavalier not sold until June 21, 1981.

⁵ Sentra replaced the 210; Stanza replaced the 510.

⁶ Civic 1500 replaced the Civic 1300.

Source: Automotive News.

Note: Some 1981-95 models have been discontinued; these models have been replaced by comparable models where possible. In addition, some equipment that was optional on prior models is now included in the base price or equipment that was standard has been deleted, making price comparisons of prior-year models difficult.