

# THE U.S. AUTOMOBILE INDUSTRY MONTHLY REPORT ON SELECTED ECONOMIC INDICATORS

Report to the Subcommittee on Trade,  
Committee on Ways and Means,  
on Investigation No. 332-207  
Under Section 332 of the  
Tariff Act of 1930



USITC PUBLICATION 2407

JULY 1991

International Trade Commission  
DC 20436

**UNITED STATES INTERNATIONAL TRADE COMMISSION**

**COMMISSIONERS**

**Anne E. Brunsdale, Acting Chairman**

**Seeley G. Lodwick**

**David B. Rohr**

**Don E. Newquist**

---

Office of Industries  
Robert A. Rogowsky, Director

---

*This report was prepared principally by*

**Michael J. Hagey**

**Transportation Branch**

**Machinery and Equipment Division**

**Address all communications to  
Kenneth R. Mason, Secretary to the Commission  
United States International Trade Commission  
Washington, DC 20436**

## C O N T E N T S

Page

### Tables

1.	New passenger automobiles: U.S. retail sales of domestic production, production, inventory, days' supply, and employment, by specified periods, July 1989-June 1991.....	1
2.	New passenger automobiles: U.S. imports, by principal sources and by specified periods, June 1989-May 1991.....	2
3.	Lightweight automobile trucks and bodies and cab/chassis for lightweight automobile trucks: U.S. imports, by principal sources and by specified periods, June 1989-May 1991.....	3
4.	New passenger automobiles: U.S. exports of domestic merchandise, by principal markets and by specified periods, June 1989-May 1991.....	4
5.	Lightweight automobile trucks and bodies and cab/chassis for lightweight automobile trucks: U.S. exports of domestic merchandise, by principal markets and by specified periods, June 1989-May 1991.....	5
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, 1990 and 1991.....	6
7.	New passenger automobiles: Price indexes, by specified periods, 1990 and 1991.....	6
8.	New passenger automobiles: Retail price changes in the U.S. market during June 1991.....	7
9.	Sales and profits (loss) on major U.S. automobile manufacturers' operations, by specified periods, 1990 and 1991.....	7
10.	Manufacturers' suggested retail prices of selected U.S. and Japanese automobiles, April 1981-July 1991.....	8



Table 1

New passenger automobiles: U.S. retail sales of domestic production, production, inventory, days' supply, and employment, by specified periods, July 1989-June 1991  
(In thousands of units; thousands of employees)

Item	1990-91			1989-90	
	May 1991	June 1991	July 1990- June 1991	June 1990	July 1989- June 1990
Retail sales of domestic production:					
Subcompact.....	79	86	1,128	94	1,226
Compact.....	143	146	1,730	146	1,782
Intermediate.....	203	205	2,215	227	2,479
Standard.....	88	91	1,169	102	1,244
Luxury.....	64	59	659	61	661
Total.....	576	588	6,901	629	7,392
Production:					
Subcompact.....	70	82	910	91	1,048
Compact.....	147	141	1,819	166	1,753
Intermediate.....	189	156	2,120	219	2,049
Standard.....	43	43	1,393	70	791
Luxury.....	65	57	715	67	737
Total.....	514	479	6,957	612	6,378
Inventory					
Subcompact.....	175	173	1/	256	1/
Compact.....	345	313	1/	279	1/
Intermediate.....	447	444	1/	658	1/
Standard.....	225	192	1/	185	1/
Luxury.....	131	140	1/	126	1/
Total.....	1,319	1,259	1/	1,505	1/
Days' supply: 2/					
Subcompact.....	60	50	1/	74	1/
Compact.....	65	54	1/	52	1/
Intermediate.....	60	54	1/	78	1/
Standard.....	69	53	1/	49	1/
Luxury.....	65	59	1/	56	1/
Average.....	62	54	1/	65	1/
Employment: 3/					
Total employees.....	4/ 758	5/ 787	1/	6/ 828	1/
Production workers...	4/ 572	5/ 601	1/	6/ 636	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 April 1991, revised.

5/ Data are for May 1991.

6/ Data are for May 1990.

Source: Production and retail sales, Data Resources, Inc. Auto Information Bank; 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, June 1989-May 1991 <sup>1/</sup>

Source	1990-91			1989-90	
	Apr. 1991	May 1991	June 1990- May 1991	May 1990	June 1989- May 1990
	Quantity (units)				
Japan.....	125,271	102,853	1,850,139	132,914	1,958,470
Canada.....	108,834	117,431	1,176,825	128,227	1,159,801
West Germany.....	15,945	13,037	201,245	22,680	217,835
Korea.....	13,900	20,218	206,704	18,847	195,573
Sweden.....	6,763	4,592	73,996	9,883	98,761
Mexico.....	18,058	18,332	261,193	16,534	115,924
Yugoslavia.....	0	0	3,222	2	550
United Kingdom...	1,145	1,405	22,035	2,566	27,849
Italy.....	360	108	7,884	1,068	10,323
France.....	210	0	3,137	1	1,084
Brazil.....	2,908	0	10,652	0	37,266
All other.....	3,725	5,357	56,192	2,532	26,409
Total.....	297,599	283,333	3,873,224	335,254	3,568,681
	Value (1,000 dollars)				
Japan.....	1,509,869	1,213,376	20,065,448	1,414,762	19,791,103
Canada.....	1,280,006	1,386,301	13,392,064	1,458,819	12,887,331
West Germany.....	436,639	343,374	5,207,877	484,080	5,221,033
Korea.....	79,392	111,938	1,139,148	107,932	1,138,040
Sweden.....	117,799	82,254	1,251,067	150,141	1,619,063
Mexico.....	182,858	187,361	2,623,071	161,756	1,073,364
Yugoslavia.....	0	0	8,131	20	2,207
United Kingdom...	44,650	50,315	748,459	83,339	897,913
Italy.....	18,665	11,806	240,105	26,332	284,093
France.....	2,633	0	38,087	22	13,316
Brazil.....	17,781	0	65,460	0	229,997
All other.....	62,421	67,344	698,084	39,500	418,681
Total.....	3,752,714	3,454,069	45,476,999	3,926,703	43,576,142

<sup>1/</sup> 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 trucks 1/ and bodies and cab/chassis for lightweight  
 automobile trucks: U.S. imports, by principal sources and by specified periods,  
 June 1989-May 1991 2/

Source	1990-91			1989-90	
	Apr. 1991	May 1991	June 1990- May 1991	May 1990	June 1989- May 1990
	Quantity (units) <u>3/</u>				
Japan.....	22,088	21,213	299,401	23,629	342,558
Canada.....	29,280	35,733	375,973	50,469	442,404
Mexico.....	412	533	11,335	2,434	19,061
All other.....	0	3	304	34	718
Total.....	51,781	57,482	687,014	76,566	804,741
	Value (1,000 dollars)				
Japan.....	129,794	122,740	1,728,158	129,524	1,971,453
Canada.....	398,789	469,411	5,026,202	684,948	5,696,246
Mexico.....	5,381	6,909	142,890	29,868	234,489
All other.....	2,211	2,175	45,016	4,574	42,207
Total.....	536,174	601,234	6,942,265	848,915	7,944,395

1/ Defined as not over 10,000 pounds gwv.

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, June 1989-May 1991

Market	1990-91			1989-90	
	Apr. 1991	May 1991	June 1990- May 1991	May 1990	June 1989- May 1990
	Quantity (units)				
Canada.....	43,365	52,903	466,298	59,189	559,030
Japan.....	3,296	2,323	32,289	2,569	26,613
All other.....	22,207	21,505	202,761	25,371	206,714
Total.....	68,868	76,731	701,348	87,129	792,357
	Value (1,000 dollars)				
Canada.....	531,813	636,991	5,538,225	680,052	6,310,272
Japan.....	58,656	39,325	575,841	41,833	437,436
All other.....	298,140	279,093	2,581,223	275,439	2,583,078
Total.....	888,609	955,403	8,695,289	997,373	9,330,786

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 trucks 1/ and bodies and cab/chassis for lightweight  
 automobile trucks: U.S. exports of domestic merchandise, by principal markets and  
 by specified periods, June 1989-May 1991 2/

Market	1990-91			1989-90	
	Apr. 1991	May 1991	June 1990- May 1991	May 1990	June 1989- May 1990
	Quantity (units) <u>3/</u>				
Canada.....	14,623	11,495	110,999	13,485	133,468
All other.....	4,847	6,988	30,383	1,409	14,713
Total.....	19,471	18,483	141,383	14,894	148,181
	Value (1,000 dollars)				
Canada.....	182,647	145,995	1,376,926	162,254	1,581,626
All other.....	77,613	107,875	474,590	18,698	143,175
Total.....	260,260	253,869	1,851,516	180,952	1,724,801

1/ Defined as not over 10,000 pounds gw.

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, 1990 and 1991

Period	Sales of- Domestic automobiles 1/		Imported automobiles 2/		Total U.S. sales 1/ 2/		Ratio of import sale to total sales 1/ 2/	
	1991	1990	1991	1990	1991	1990	1991	1990
	Quantity (units)						--Percent--	
January...	416,644	544,655	137,814	198,813	554,458	743,468	24.9	26.7
February..	472,524	531,528	149,329	188,630	621,853	720,155	24.0	26.2
Jan.-Feb..	889,169	1,076,180	287,143	387,443	1,176,312	1,463,623	24.4	26.5
March.....	538,887	622,949	191,438	226,813	730,325	851,170	26.2	26.6
Jan.-Mar..	1,428,061	1,699,129	478,586	613,027	1,906,647	2,312,156	25.1	26.5
April.....	504,998	596,418	186,103	205,320	691,101	801,738	26.9	25.6
Jan.-Apr..	1,933,059	2,295,547	664,689	818,347	2,597,748	3,113,894	25.6	26.3
May.....	576,453	641,749	193,047	230,271	769,500	872,020	25.1	26.4
Jan.-May..	2,509,318	2,937,296	857,448	1,035,943	3,366,766	3,973,239	25.5	26.1
June.....	587,631	628,781	183,907	228,109	771,538	856,890	23.8	26.6
Jan.-June.	3,097,247	3,566,077	1,041,226	1,274,064	4,138,473	4,840,141	25.2	26.3

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.

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

Table 7

New passenger automobiles: Price indexes, by specified periods, 1990 and 1991 1/

Item	1991			1990-91		
	Mar. 1991	Apr. 1991	Percent change	Apr. 1990	Apr. 1991	Percent change
Consumer Price Index:						
Unadjusted..	125.4	125.3	-0.1	120.7	125.3	+3.8
Seasonally adjusted..	115.5	125.3	+8.5	120.9	125.3	+3.6
Producer Price Index:						
Unadjusted..	125.0	124.7	-0.2	115.2	124.7	+8.2
Seasonally adjusted..	125.2	125.2	-0.2	115.1	125.2	+8.8

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 May 1991 1/

Country source/make	Retail price changes May 1991 (+ or -)
U.S. producers:	
General Motors.....	No change.
Ford.....	No change.
Chrysler.....	No change.
Japanese producers:	
Toyota Motors.....	No change.
Mazda.....	No change.
American Honda.....	No change.
Acura Division.....	No change.
Subaru.....	No change.
European producers:	
Volkswagen.....	No change.
BMW.....	No change.
Audi.....	No change.
Porsche.....	No change.
Mercedes-Benz.....	No change.
Korean producer:	
Hyundai.....	No change.

1/ Average retail price change for all models.

Source: Automotive News, June 1991.

Table 9

Sales and profits (loss) on major U.S. automobile manufacturers' operations, by specified periods, 1990 and 1991 1/

Item and firm	(In millions of dollars)			
	1991		1990	
	January- March	April- June	January- March	April- June
Sales:				
General Motors.....	29,200	31,300	30,100	33,900
Ford.....	18,600	23,800	23,600	26,900
Chrysler.....	5,600	7,800	7,500	8,800
Total.....	53,600	66,000	61,200	69,600
Profits:				
General Motors.....	(377)	(785)	710	900
Ford.....	(884)	(324)	506	771
Chrysler.....	(341)	(212)	71	180
Total.....	(1,602)	(1,321)	1,287	1,851

1/ Data are for world operations.

Source: Wall Street Journal and New York Times.

Table 10

Manufacturers' suggested retail prices of selected U.S. and Japanese automobiles, April 1981-July 1991 1/

Company, model, and options <u>2/</u>	April 1, 1981		July 1, 1991		Percent change in optionally equipped model	
	Base model <u>3/</u>	Optionally equipped model <u>3/</u>	Base model <u>3/</u>	Optionally equipped model <u>3/</u>	Jan. 1991-July 1991	Apr. 1981-July 1991
General Motors:						
Cavalier, 2 door..... <u>4/</u>	\$6,966	\$6,966	\$8,000	\$8,000	0.0	+14.8
De Ville, 4 door.....	14,198	14,198	29,935	29,935	0.0	+110.8
Ford:						
Escort Pony 2 door HB (RWD, TG).....	5,556	5,857	8,381	8,501	0.0	+45.1
Tempo GL 4 door (RWD, AT, TG) <u>5/</u> .....	6,421	6,953	10,178	11,041	0.0	+58.8
LTD Crown Victoria, 4 door .....	8,519	10,102	18,222	18,222	0.0	+80.4
Chrysler:						
Dynasty, 4 door (AC) <u>6/</u> .....	6,672	7,502	13,650	14,471	0.0	+92.9
Toyota:						
Corolla, Deluxe, 4 door (R).....	5,688	5,793	9,998	10,208	0.0	+76.1
Cressida, 4 door.....	11,599	11,599	22,198	22,198	0.0	+91.4
Nissan (Datsun):						
Sentra E, 2 door <u>7/</u> .....	5,369	5,369	7,999	7,999	0.0	+50.0
Stanza GXE, 4 door (AT) <u>7/</u> .....	6,839	7,749	15,225	16,025	0.0	+106.8
Maxima GXE, 4 door.....	10,379	10,379	18,459	19,084	0.0	+77.8
Honda:						
Civic 1500, 2 door HB (R) <u>8/</u> .....	4,599	4,694	7,095	7,347	0.0	+56.5
Accord DX, 4 door (R).....	7,645	7,950	12,825	13,203	0.0	+66.1

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 May 21, 1981.

5/ Tempo replaced the Fairmont Futura.

6/ Dynasty replaced the Diplomat.

7/ Sentra replaced the 210; Stanza replaced the 510.

8/ Civic 1500 replaced the Civic 1300.

Source: Compiled from data supplied by U.S. manufacturers, Japanese importers, and Automotive News.

Note: Some 1981-91 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.



UNITED STATES  
INTERNATIONAL TRADE COMMISSION  
WASHINGTON, D.C. 20436

OFFICIAL BUSINESS

ADDRESS CORRECTION REQUESTED

Postage And Fees Paid  
U.S. International Trade Commission



**ADDRESS CHANGE**

- Remove from List
  - Change as Shown
- Please detach address label and mail to address shown above.