

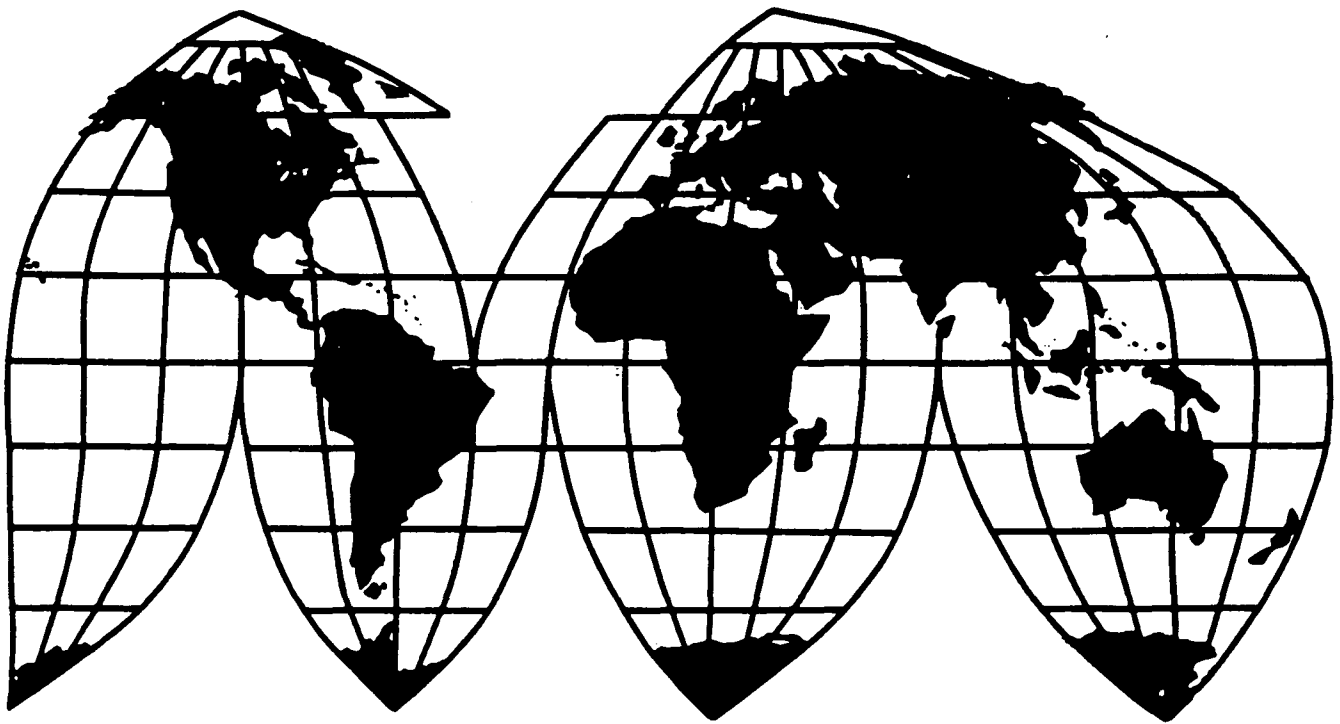
The U.S. Automobile Industry Monthly Report on Selected Economic Indicators

Investigation No. 332-207

Publication 2838

November 1994

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, November 1992-October 1994

(In thousands of units; thousands of employees)

Item	1993-94			1992-93	
	Sept. 1994	Oct. 1994	Nov. 1993- Oct. 1994	Oct. 1993	Nov. 1992- Oct. 1993
Retail sales of domestic production.....	594	598	7,427	577	6,507
Production.....	561	593	6,920	545	5,850
Inventory.....	1,208	1,307	(1)	1,232	(1)
Days' supply ²	51	57	(1)	55	(1)
Employment: ³					
Total employees.....	886 ⁴	904 ⁵	(1)	826 ⁶	(1)
Production workers...	885 ⁴	701 ⁵	(1)	632 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 August 1994, revised.

⁵ Data are for September 1994.

⁶ Data are for September 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, October 1992-September 1994¹

Source	1993-94			1992-93	
	Aug. 1994	Sept. 1994	Oct. 1993- Sept. 1994	Sept. 1993	Oct. 1992- Sept. 1993
	Quantity (units)				
Japan.....	154,724	106,627	1,595,347	125,117	1,643,377
Canada.....	132,929	156,639	1,501,467	143,395	1,381,848
Germany.....	12,994	9,113	177,785	10,855	202,612
Korea, South.....	13,736	14,754	202,067	9,592	133,584
Sweden.....	2,191	4,998	55,110	4,136	64,772
Mexico.....	28,025	30,040	337,723	32,475	256,989
United Kingdom...	996	3,120	25,198	1,215	16,866
Italy.....	27	35	729	31	1,484
France.....	2	5	61	1	24
Brazil.....	1	0	18	1	7,966
All other.....	4,144	3,403	55,001	2,521	43,993
Total.....	349,769	328,734	3,950,506	329,340	3,753,521
	Value (1,000 dollars)				
Japan.....	2,340,270	1,609,009	23,997,586	1,765,224	21,547,598
Canada.....	1,869,098	2,292,623	20,532,513	1,789,775	17,059,428
Germany.....	413,022	301,871	5,441,147	331,472	5,882,621
Korea, South.....	90,694	102,911	1,319,055	56,421	767,720
Sweden.....	48,846	100,715	1,038,496	83,690	1,272,537
Mexico.....	296,057	324,274	3,573,650	340,141	2,608,818
United Kingdom...	32,357	123,868	930,343	46,700	628,119
Italy.....	3,543	4,492	60,281	3,215	58,105
France.....	87	63	1,110	4	420
Brazil.....	21	0	318	12	56,669
All other.....	65,990	72,799	1,073,448	54,334	743,428
Total.....	5,159,984	4,932,624	57,967,947	4,470,997	50,625,512

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, October 1992-September 1994²

Source	1993-94			1992-93	
	Aug. 1994	Sept. 1994	Oct. 1993-Sept. 1994	Sept. 1993	Oct. 1992-Sept. 1993
	Quantity (units) ³				
Japan.....	16,115	9,489	125,088	6,425	140,502
Canada.....	37,374	35,625	439,742	42,700	489,231
Mexico.....	3,070	3,039	37,347	2,502	31,804
All other.....	128	24	3,374	113	820
Total.....	56,687	48,177	605,551	51,740	662,357
	Value (1,000 dollars)				
Japan.....	132,183	81,839	1,026,969	53,074	1,143,549
Canada.....	528,500	459,894	6,111,462	584,600	6,573,506
Mexico.....	54,373	59,300	563,635	35,979	581,622
All other.....	5,392	3,800	105,188	6,489	50,974
Total.....	720,448	640,832	7,807,254	680,143	8,349,054

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, October 1992-September 1994

Market	1993-94			1992-93	
	Aug. 1994	Sept. 1994	Oct. 1993- Sept. 1994	Sept. 1993	Oct. 1992- Sept. 1993
	Quantity (units)				
Canada.....	35,520	44,860	572,801	34,696	468,711
Japan.....	8,844	10,715	88,332	1,550	53,674
All other.....	24,471	26,736	353,965	16,984	343,104
Total.....	68,835	82,311	1,015,103	53,586	807,834
	Value (1,000 dollars)				
Canada.....	482,211	628,683	7,647,884	474,397	6,183,709
Japan.....	148,880	182,306	1,525,986	29,158	916,337
All other.....	332,096	392,755	5,335,080	250,026	5,321,627
Total.....	963,187	1,203,743	14,529,026	759,745	12,505,416

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, October 1992-September 1994²

Market	1993-94			1992-93	
	Aug. 1994	Sept. 1994	Oct. 1993-Sept. 1994	Sept. 1993	Oct. 1992-Sept. 1993
	Quantity (units) ³				
Canada.....	13,509	12,312	167,368	9,710	109,677
All other.....	2,995	2,170	38,302	1,505	34,782
Total.....	16,504	14,481	205,725	11,215	144,537
	Value (1,000 dollars)				
Canada.....	117,329	162,040	2,170,426	116,105	1,322,098
All other.....	51,563	34,076	744,448	16,879	527,500
Total.....	228,892	196,116	2,915,834	132,984	1,851,071

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, 1993 and 1994

Period	Sales of-		Imported		Total U.S.		Ratio of import	
	Domestic automobiles ¹		automobiles ²		sales ^{1,2}		sales to total sales ^{1,2}	
	1994	1993	1994	1993	1994	1993	1994	1993
	<u>Quantity (units)</u>						<u>--Percent--</u>	
January....	480,435	430,255	125,876	129,802	606,311	560,057	20.1	23.2
February...	563,715	462,409	135,894	131,088	698,809	593,489	19.4	22.1
Jan.-Feb....	1,048,076	893,931	257,044	268,879	1,305,120	1,154,810	19.7	23.3
March.....	695,170	576,959	181,198	158,219	876,368	735,178	20.7	21.5
Jan.-Mar...	1,743,246	1,470,890	438,242	427,098	2,181,488	1,889,988	20.1	22.6
April.....	632,262	601,953	153,627	166,827	785,889	768,780	19.5	21.7
Jan.-Apr....	2,375,508	2,072,843	591,869	539,925	2,967,377	2,658,768	19.9	20.3
May.....	655,359	633,490	159,224	177,004	814,583	810,494	19.5	21.8
Jan.-May...	3,030,878	2,700,058	750,972	762,815	3,781,850	3,462,873	19.9	22.0
June.....	694,783	665,558	176,705	170,068	871,488	835,626	20.3	20.4
Jan.-June..	3,725,661	3,373,672	927,677	932,873	4,653,338	4,306,545	19.9	21.7
July.....	557,344	593,261	155,963	170,419	713,307	763,680	21.9	22.3
Jan.-July..	4,283,005	3,966,679	1,083,640	1,103,294	5,366,645	5,069,973	20.2	21.8
August.....	596,788	532,060	185,679	164,980	782,467	697,040	23.7	23.7
Jan.-Aug...	4,879,793	4,498,668	1,269,175	1,269,068	6,148,968	5,767,736	20.6	22.0
September..	594,055	548,421	147,736	155,693	741,791	704,114	19.9	22.1
Jan.-Sept..	5,473,922	5,047,959	1,416,886	1,424,761	6,890,808	6,472,720	20.6	22.0
October....	597,807	576,891	140,258	140,645	738,065	717,536	19.0	19.6
Jan.-Oct...	6,071,730	5,624,800	1,557,062	1,564,536	7,628,792	7,189,336	20.4	21.8

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, 1993 and 1994¹

Item	1994			1993-94		
	Sept. 1994	Oct. 1994	Percent change	Oct. 1993	Oct. 1994	Percent change
Consumer Price Index:						
Unadjusted..	135.7	136.6	+0.7	131.9	136.6	+4.7
Seasonally adjusted..	137.6	137.7	+0.1	133.0	137.7	+3.5
Producer Price Index:						
Unadjusted..	128.6	135.9	+5.7	131.6	135.9	+3.3
Seasonally adjusted..	135.2	131.7	-2.6	126.9	131.7	+3.8

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 October 1994¹

Country source/make	Retail price changes Oct. 1994 (+ or -)
U.S. producers:	
General Motors.....	No change.
Ford.....	No change.
Chrysler.....	No change.
Japanese producers:	
Toyota Motors.....	No change.
Mazda.....	No change.
Honda.....	No change.
Nissan.....	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, October 1994.

Table 9

Manufacturers' suggested retail prices of selected U.S. and Japanese automobiles, April 1981-November 1994¹

Company, model, and options ²	April 1, 1981		Nov. 1, 1994		Percent change in optionally equipped model	
	Base model ³	Optionally equipped model ³	Base model ³	Optionally equipped model ³	Oct. 1994-Nov. 1994	Apr. 1981-Nov. 1994
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	9,580	9,700	0.0	+65.6
Toyota:						
Corolla, Deluxe, 4 door (R).....	5,688	5,793	13,488	13,723	0.0	+136.9
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.