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DEC 04 1985



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U.S. SALES OF NEW DOMESTIC AND IMPORTED AUTOMOBILES FROM 1977 THROUGH 1984,
WITH U.S. MARKET SHARES OF COUNTRIES OF ORIGIN

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November 17, 1983
(Revised April 5, 1985)

LTR 85-267

ABSTRACT

These tables show the annual U.S. sales of new cars from 1977 through 1984. Table 1 lists annual U.S. sales by manufacturer for domestic cars and by make or captive model for imported cars. (Captives are produced abroad but marketed in the United States by domestic manufacturers, although such cars made in Canada are by convention classified as domestic cars and not captive imports.) Table 2 lists the sales of captive imports alone, by country of origin, manufacturer, and model. Table 3 lists the total sales of new cars from each country of origin and the U.S. market share for each country.

TABLE 1. U.S. Domestic and Imported Automobile Sales, 1977-1984

	1984	1983	1982	1981	1980	1979	1978	1977
TOTAL U.S. SALES	10,389,752	9,177,777	7,977,548	8,533,468	8,974,932	10,642,718	11,306,666	11,364,658
DOMESTIC AUTOS	7,951,517	6,795,302	5,756,660	6,206,296	6,578,275	8,315,622	9,307,998	9,293,674
AMERICAN MOTORS	190,255	193,351	112,433	136,682	149,438	162,057	170,739	156,984
CHRYSLER CORP.	986,998	841,622	691,703	729,873	660,017	942,207	1,146,258	1,236,359
FORD MOTOR CO.	1,979,317	1,571,321	1,345,698	1,380,600	1,475,232	2,132,644	2,582,702	2,555,866
GENERAL MOTORS	4,587,508	4,053,561	3,515,660	3,796,696	4,116,482	4,911,875	5,385,282	5,339,685
VOLKSWAGEN (USA)	73,838	85,045	91,166	162,445	177,106	166,839	23,017	--
HONDA (USA)	133,601	50,402	--	--	--	--	--	--
CHECKER	--	--	--	--	--	--	--	4,780
IMPORTED AUTOS	2,438,235	2,382,799	2,220,888	2,327,172	2,396,657	2,327,096	1,998,668	2,070,984
ALFA ROMEO	3,702	3,002	2,194	2,301	3,000	4,011	6,237	6,712
AUDI	71,237	47,934	45,954	50,817	42,483	42,709	40,878	35,854
BMW	70,897	59,243	52,393	41,761	37,017	34,521	31,457	28,776
CAPRI	--	--	--	--	--	--	4,079	22,458
(PLYMOUTH) COLT/CHAMP/ARROW	32,819	34,513	37,129	42,128	55,474	48,860	28,296	47,345
DELOREAN	--	--	2,830	3,009	--	--	--	--
(DODGE) CHALLENGER/CONQUEST	3,725	14,024	14,128	12,690	12,924	14,166	17,649	1,832
(DODGE) COLT	36,560	39,158	37,902	42,796	50,689	62,705	44,570	70,679
FERRARI	N.A.	N.A.	N.A.	779	679	617	N.A.	--
FIAT	--	4,489	14,113	32,185	37,184	58,934	60,435	63,479
FIESTA	--	--	--	32,856	68,595	78,109	76,145	40,549
HONDA	374,819	350,670	365,865	370,705	375,388	353,291	274,876	223,633
ISUZU	17,233	20,731	15,462	17,805	--	--	--	--
JAGUAR	18,044	15,815	10,349	4,695	3,029	3,746	4,782	4,349
LANCIA	--	513	1,174	1,068	2,100	1,602	2,811	5,500
MAZDA	169,666	173,388	163,150	166,105	161,623	156,533	75,309	50,609
MERCEDES-BENZ	79,222	73,692	65,963	63,059	53,790	52,819	46,695	48,722
MG	--	--	--	3,712	13,730	26,025	26,656	34,794
MITSUBISHI	39,104	32,755	3,950	--	--	--	--	--
NISSAN/DATSUN	485,298	521,902	470,246	464,805	516,890	472,252	338,096	388,378
OPEL	--	--	--	--	--	13,815	19,222	29,067
PEUGROT	20,007	15,241	14,323	16,937	12,930	11,688	9,061	10,002
PORSCHE	20,024	21,831	14,407	11,241	10,490	13,818	17,017	19,896
RENAULT	12,243	33,229	37,540	30,869	25,365	18,862	15,739	13,198
ROLLS-ROYCE	N.A.	N.A.	N.A.	1,158	942	1,002	1,109	N.A.
ROVER	--	--	--	781	481	--	--	--
SAAB	33,631	26,323	18,463	14,613	13,558	15,142	15,662	13,120
(PLYMOUTH) SAPPORO/CONQUEST	3,344	11,571	13,068	13,326	10,263	12,322	12,777	1,406
SPECTRUM (ISUZU)	2,077	--	--	--	--	--	--	--
SPRINT (SUZUKI)	10,927	--	--	--	--	--	--	--
SUBARU	157,385	156,840	150,335	152,062	142,968	127,871	103,274	80,826
TOYOTA	557,981	555,766	530,246	576,491	582,204	507,816	441,900	493,048
TRIUMPH	--	--	--	9,768	14,939	12,733	16,447	29,258
(DODGE) VISTA	7,805	2,311	--	--	--	--	--	--
(PLYMOUTH) VISTA	7,465	1,992	--	--	--	--	--	--
VOLKSWAGEN	103,479	77,009	67,352	82,173	90,923	125,100	215,709	260,704
VOLVO	99,541	88,857	72,352	64,477	56,999	56,027	50,880	46,790

Source: Automotive News, various issues.

Note: A few foreign makes are not included because their U.S. sales are not reported in Automotive News. Domestic-car sales include cars made in Canada.

TABLE 2. U.S. Sales of Captive Imports by Country of Origin and Manufacturer, 1977-1984

CAPTIVE MANUFACTURER AND MODEL	1984	1983	1982	1981	1980	1979	1978	1977
FROM GERMANY, TOTAL	0	0	0	32,856	68,595	78,109	80,224	63,007
FORD	0	0	0	32,856	68,595	78,109	80,224	63,007
CAPRI	0	0	0	0	0	0	4,079	22,458
FIESTA	0	0	0	32,856	68,595	78,109	76,145	40,549
FROM JAPAN, TOTAL	104,722	103,569	102,227	110,940	129,350	151,868	122,514	150,329
ISUZU	2,077	0	0	0	0	13,815	19,222	29,067
OPEL	0	0	0	0	0	13,815	19,222	29,067
SPECTRUM	2,077	0	0	0	0	0	0	0
MINI	91,718	103,569	102,227	110,940	129,350	138,053	103,292	121,262
(PLYMOUTH) COLT/CHAMP/ARROW	32,819	34,513	37,179	42,128	55,474	48,860	28,296	47,345
CHALLENGER/CONQUEST	3,725	14,024	14,128	12,690	12,924	14,166	17,649	1,832
(DODGE) COLT	36,560	39,158	37,902	42,796	50,689	62,705	44,570	70,679
SAPPORO/CONQUEST	3,344	11,571	13,068	13,326	10,263	12,322	12,777	1,406
(DODGE) VISTA	7,805	2,311	0	0	0	0	0	0
(PLYMOUTH) VISTA	7,465	1,992	0	0	0	0	0	0
SUZUKI	10,927	0	0	0	0	0	0	0
SPRINT	10,927	0	0	0	0	0	0	0

Source: Calculated by CRS from data in Automotive News, various issues.

Note: Domestic-auto sales include cars made in Canada.

TABLE 3. Total Domestic and Imported Automobile Sales,
with Market Shares of Countries of Origin, 1977-1984

	1984	1983	1982	1981	1980	1979	1978	1977
TOTAL U.S. SALES	10,389,752	9,177,777	7,977,548	8,533,468	8,974,932	10,642,718	11,306,666	11,364,658
DOMESTIC-AUTO SALES SHARE	7,951,517 76.53	6,795,302 74.04	5,756,660 72.16	6,206,296 72.73	6,578,275 73.30	8,315,622 78.13	9,307,998 82.32	9,293,674 81.74
IMPORTED-AUTO SALES SHARE	2,438,235 23.47	2,382,475 25.96	2,220,888 27.84	2,327,172 27.27	2,396,657 26.70	2,327,096 21.87	1,998,668 17.68	2,070,984 18.22
FROM JAPAN SHARE	1,906,208 18.35	1,915,621 20.87	1,801,481 22.58	1,858,913 21.78	1,908,423 21.26	1,769,631 16.63	1,355,869 11.99	1,386,823 12.20
FROM GERMANY SHARE	344,859 3.32	279,710 3.05	246,069 3.08	281,907 3.30	303,298 3.38	347,076 3.26	432,980 3.83	456,959 4.02
FROM SWEDEN SHARE	133,172 1.28	115,180 1.25	90,815 1.14	79,090 .93	70,557 .79	71,169 .67	66,542 .59	59,910 .53
FROM ITALY SHARE	3,702 .04	8,004 .09	17,481 .22	35,554 .42	42,284 .47	64,547 .61	69,483 .61	75,691 .67
FROM FRANCE SHARE	32,250 .31	48,145 .52	51,863 .65	47,806 .56	38,295 .43	30,550 .29	24,800 .22	23,200 .20
FROM THE UNITED KINGDOM SHARE	18,044 .17	15,815 .17	10,349 .13	20,114 .24	33,121 .37	43,506 .41	48,994 .43	68,401 .60

Source: Calculated by CRS from data in Automotive News, various issues.
Note: Domestic-auto sales include cars made in Canada.