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# STATISTICAL REVIEW OF THE CANADIAN AUTOMOTIVE INDUSTRY: 1989 

## Automotive Directorate

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## Canadian Automotive Developments in 1989


#### Abstract

After nearly seven consecutive years of strong performance by the Canadian automotive industry, vehicle production and sales declined in 1989. Softening of the economies in both Canada and the U.S., accompanied by high interest rates and increasing consumer debt load, resulted in a weakening of demand for consumer durables, such as cars, in the second half of 1989. As a result, production was suspended in several Canadian plants during the fourth quarter of 1989 and the first quarter of 1990. Canadian vehicle production was down by 1.9 percent from the 1988 peak level of 1977000 units.


Car sales declined 6 percent to 993000 units (the first time since 1984 that they fell below one million units). Even these levels were sustained largely through generous sales incentives such as rebates and lower interest rate financing. Big Three sales declined by 7.8 percent while sales of foreign cars were up 3.7 percent. Sales of Japanese cars were up by 5.7 percent, while sales of European models were down by 9.4 percent. The market share of all North American-built models was 67.9 percent, down from 68.6 percent in 1988.

In 1989, General Motors completed the conversion of its Autoplex in Oshawa. Plant No. 1 began production of the mid-size Chevrolet Lumina, while Plant No. 2 continued to build the coupe version of the Buick Regal and began to prepare to assemble the four-door versions of each model for introduction in early 1990.

GM also completed the construction of a new paint facility at its Ste-Thérèse, Quebec, car assembly plant in 1989, and announced a new production program for that plant involving a new generation of Firebird and

Camaro models. GM also announced that its Scarborough, Ontario, van plant will close following the 1992 model year and that it will consolidate assembly of full-size vans in Flint, Michigan.

During 1989, three of Chrysler Canada's four assembly plants continued to operate at near-capacity levels. Production of cars and trucks declined by 2 percent to 482000 units, largely due to a softening of the market. The company announced that the Windsor assembly plant will undergo extensive retooling during the summer of 1990 to prepare for production of the redesigned 1991 Voyageur and Caravan -- the first major change to these mini-vans since they were introduced six years ago. Chrysler and Mitsubishi have also announced that they will build a joint stamping facility to supply class A stamping to the Bramalea assembly plant.

Ford's unit sales were down 7 percent from 1988, while its vehicle production declined by 10 percent. In 1989, Ford focused on upgrading plants and equipment, and on improving product quality and design. On May 16, 1990, Ford announced that it will build a new paint shop at its Oakville plant, ending several years of speculation about the future of that facility. According to Ford, the total investment may reach $\$ 500$ million. Ford also recently announced that it will invest $\$ 50$ million in a new advanced aluminum casting facility in Windsor.

All Asian-owned assembly plants in Canada increased production in 1989. Honda announced that it will increase annual production to 100000 units from 80000 units. Toyota plans to increase production from 50000 units to 60000 units annually. CAMI, which came on stream in 1989, produced 15000 cars by the end of the year and started production of its
utility vehicle in December. CAMI expects to increase production gradually to 200000 units annually. Hyundai assembled about 25000 units of the Sonata model in Canada in 1989 and announced its intention to build a stamping plant at its Bromont, Quebec, facility.

The Automotive Components Initiative (ACI), launched by Industry, Science and Technology Canada in 1988, continued to be widely used by the parts industry. ACl is designed to encourage small and medium-sized Canadian automotive components companies to enhance their competitiveness by identifying and implementing productivity improvements in the plant.

An Automotive Advisory Committee, reporting to the Minister of Industry, Science and Technology, was established in early 1989 to facilitate communication and cooperation among government, industry and labour. The committee provides a forum for policy advice to the government on specific issues of common interest, such as environmental concerns, and the level of research and development in the auto sector. Sub-committees have been formed to focus on each of these issues.

The Automotive Select Panel, set up under the Canada-U.S. Free Trade Agreement (FTA) and consisting of representatives from Canada and the U.S., is currently focusing on the question of whether the North American value added (NAVA) in the rule of origin should be changed from 50 percent as currently specified in the FTA. It is also studying the competitiveness of the North American auto industry vis-à-vis other auto-producing countries.

## Table of Contents

1. Sales
1.1 Retail Sales of Motor Vehicles in Canada, 1965-1989 ..... 8
1.2 Retail Sales of Motor Vehicles in the U.S., 1965-1989 .....  9
1.3 Canadian Car Sales by Size by North American Companies, 1970-1989 ..... 10
1.4 U.S. Sales of North American Cars by Size, 1970-1989 ..... 11
1.5 Canadian Sales of New Passenger Cars by Origin, 1965-1989 ..... 12
1.6 U.S. Sales of New Passenger Cars by Origin, 1965-1989 ..... 13
1.7 Road Motor Vehicle Registrations in Canada, 1980-1988 ..... 14
1.8 International Sourcing Pattern of Original Equipment Parts of Five Major Motor Vehicle Manufacturers (Purchases from In-House Suppliers), 1965-1989 ..... 15
1.9 International Sourcing Pattern of Original Equipment Parts of Five Major Motor Vehicle Manufacturers (Purchases from Independent Suppliers), 1965-1989 ..... 16
2. Shipments
2.1 Value of Shipments in Canadian Automotive Industries, 1976-1989. ..... 18
3. Production
3.1 North American Production of Motor Vehicles, 1965-1989 ..... 20
3.2 North American Production of Passenger Cars, 1965-1989 ..... 22
3.3 Canadian Truck Production, 1975-1989 ..... 23
3.4 U.S. Truck Production, 1965-1989 ..... 24
3.5 Top Ten Vehicle Manufacturers in the World by Total Output, 1987. ..... 25
3.6 World Motor Vehicle Production by Country, 1965-1989 ..... 26
3.7 Canadian Motor Vehicle Production by Industrial Product Price Indexes, 1981-1989 ..... 27
4. Investment
4.1 New Capital Expenditures in Canadian Automotive Industries, 1977-1989 ..... 30
5.1 Canadian-Overseas Trade in Automotive Products, 1965-1989 ..... 34
5.2 Canada-U.S. Trade in Automotive Products, 1965-1989 ..... 35
5.3 Overall Net Production to Net Sales-Value Ratios Achieved by Auto Pact Companies in Canada, 1975-1989 ..... 36
5.4 Percent CVA/COS Achieved by Auto Pact Producers, 1975-1989 ..... 37
5.5 Total Canadian Value Added by Category of Production for the Four Major Vehicle Manufacturers in Canada, 1965-1989. ..... 38
5. Research and Development
6.1 Research and Development in the Motor Vehicle Industries, 1975-1987. ..... 40
6. Employment
7.1 Employment Related to Automotive Manufacturing in Canada, 1965-1989 ..... 42
7.2 Employment Related to Automotive Manufacturing in the U.S., 1972-1989 ..... 43
7.3 Canadian Automotive Parts Industry by Number of Employees, 1986. ..... 44
7. Fuel Consumption
8.1 Personal Use Passenger Cars Operated During the Period January to December 1988 ..... 46
9 Major Automotive Plants in Canada
9.1 Major Motor Vehicle Assembly Plants in Canada ..... 48
9.2 A Partial List of Major Automotive Parts Plants in Canada ..... 51
9.3 Asian Assembly Investment in Canada and the U.S ..... 57
Publications Available on the Automotive Industry ..... 58
Industry, Science and Technology Canada Business Service Centres ..... 59
NOTE: Because of the variety of sources from which these statistical tables have been derived or taken, totals will not always agree.


Sales

Retail Sales of Motor Vehicles in Canada, 1965-1989 (000 Units)

| Year | Automobiles |  | Trucks |  |  |  | Total Vehicles |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Domestic* | Overseas** Import | Total | Domestic* | Overseas** Import | Total |  |
| 1965 | 634 | 75 | 709 | 120 | 2 | 122 | 831 |
| 1970 | 497 | 143 | 640 | 125 | 9 | 134 | 774 |
| 1975 | 836 | 154 | 990 | 310 | 17 | 327 | 1317 |
| 1979 | 863 | 140 | 1003 | 381 | 12 | 393 | 1396 |
| 1980 | 741 | 191 | 932 | 312 | 22 | 334 | 1266 |
| 1981 | 647 | 257 | 904 | 251 | 36 | 287 | 1191 |
| 1982 | 489 | 224 | 713 | 167 | 40 | 207 | 920 |
| 1983 | 625 | 218 | 843 | 193 | 45 | 238 | 1081 |
| 1984 | 725 | 246 | 971 | 274 | 39 | 313 | 1284 |
| 1985 | 795 | 342 | 1137 | 345 | 48 | 393 | 1530 |
| 1986 | 762 | 329 | 1091 | 368 | 51 | 419 | 1510 |
| 1987 | 701 | 364 | 1065 | 412 | 51 | 463 | 1528 |
| 1988 | 725 | 332 | 1057 | 460 | 49 | 509 | 1566 |
| 1989 | 674 | 319 | 993 | 422 | 68 | 490 | 1483 |

* North American-Built (includes Mexico)
** Includes captives

Source: Statistics Canada Catalogue 63-007.

Retail Sales of Motor Vehicles in the U.S., 1965-1989 (000 Units)

| Year | Automobiles |  |  | Trucks Overseas** |  |  | Total Vehicles |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Domestic* | Overseas** Import | Total | Domestic* | Overseas** Import | Total |  |
| 1965 | 8763 | 569 | 9332 | 1539 | 44 | 1583 | 10915 |
| 1970 | 7120 | 1285 | 8405 | 1746 | 65 | 1811 | 10216 |
| 1975 | 7053 | 1587 | 8640 | 2249 | 231 | 2480 | 11120 |
| 1979 | 8328 | 2300 | 10628 | 3000 | 500 | 3500 | 14128 |
| 1980 | 6578 | 2398 | 8976 | 2002 | 484 | 2486 | 11462 |
| 1981 | 6206 | 2324 | 8530 | 1852 | 448 | 2300 | 10830 |
| 1982 | 5757 | 2222 | 7979 | 2151 | 410 | 2561 | 10540 |
| 1983 | 6795 | 2386 | 9181 | 2588 | 464 | 3052 | 12233 |
| 1984 | 7951 | 2439 | 10390 | 3484 | 607 | 4091 | 14481 |
| 1985 | 8205 | 2834 | 11039 | 3912 | 766 | 4678 | 15717 |
| 1986 | 8216 | 3235 | 11451 | 3944 | 923 | 4867 | 16318 |
| 1987 | 6871 | 3197 | 10068 | 3915 | 824 | 4739 | 14807 |
| 1988 | 7539 | 3099 | 10638 | 4547 | 604 | 5151 | 15789 |
| 1989 | 7078 | 2825 | 9903 | 4132 | 506 | 4638 | 14541 |

* North American-Built (includes Mexico)
** Includes captives

[^0]Canadian Car Sales* by Size by North American Companies, 1970-1989 (000 Units)

| Year | Subcompact | Percent Total | Compact | Percent Total | Intermediate | Percent Total | Fullsize | Percent Total | Luxury | Percent Total | Total <br> Sales |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1970 | 9 | 1.8 | 101 | 20.4 | 156 | 31.5 | 215 | 43.4 | 14 | 2.8 | 495 |
| 1975 | 75 | 10.3 | 186 | 25.7 | 229 | 31.6 | 223 | 30.8 | 12 | 1.7 | 725 |
| 1979 | 152 | 17.6 | 237 | 27.5 | 243 | 28.2 | 203 | 23.5 | 27 | 3.1 | 862 |
| 1980 | 140 | 18.9 | 229 | 30.9 | 206 | 27.8 | 148 | 20.0 | 18 | 2.4 | 741 |
| 1981 | 137 | 21.5 | 198 | 31.1 | 184 | 28.9 | 105 | 16.5 | 13 | 2.0 | 637 |
| 1982 | 157 | 32.4 | 125 | 25.8 | 145 | 29.9 | 51 | 10.5 | 7 | 1.4 | 485 |
| 1983 | 206 | 33.6 | 135 | 22.0 | 198 | 32.2 | 66 | 10.7 | 9 | 1.5 | 614 |
| 1984 | 235 | 32.9 | 179 | 25.1 | 207 | 29.0 | 79 | 11.1 | 14 | 2.0 | 714 |
| 1985 | 237 | 30.3 | 202 | 25.8 | 246 | 31.5 | 80 | 10.2 | 17 | 2.2 | 782 |
| 1986 | 233 | 30.9 | 187 | 24.8 | 235 | 31.2 | 82 | 10.9 | 17 | 2.3 | 754 |
| 1987 | 107 | 14.6 | 298 | 40.5 | 230 | 31.3 | 68 | 9.3 | 32 | 4.4 | 735 |
| 1988 | 73 | 9.7 | 343 | 45.6 | 216 | 28.7 | 92 | 12.2 | 28 | 3.7 | 752 |
| 1989 | 76 | 11.1 | 314 | 45.8 | 175 | 25.5 | 94 | 13.7 | 27 | 3.9 | 686 |

* Includes captives

Source: Motor Vehicle Manufacturers' Association by Ward's Classification.
U.S. Sales of North American* Cars by Size, 1970-1989 (000 Units)

| Year | Subcompact | Percent Total | Compact | Percent Total | Intermediate | Percent Total | Fullsize | Percent Total | Luxury | Percent Total | Total Sales |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1970 | 138 | 1.9 | 1157 | 16.2 | 2435 | 34.0 | 3033 | 42.4 | 389 | 5.4 | 7152 |
| 1975 | 1167 | 17.3 | 1679 | 24.8 | 1975 | 29.2 | 1588 | 23.5 | 352 | 5.2 | 6761 |
| 1979 | 1762 | 21.4 | 1936 | 23.5 | 2335 | 28.4 | 1709 | 20.8 | 484 | 5.9 | 8226 |
| 1980 | 1671 | 25.4 | 1675 | 25.5 | 1836 | 27.9 | 1075 | 16.3 | 321 | 4.9 | 6578 |
| 1981 | 1661 | 26.8 | 1523 | 24.5 | 1742 | 28.1 | 952 | 15.3 | 328 | 5.3 | 6206 |
| 1982 | 1739 | 30.2 | 1104 | 19.2 | 1618 | 28.1 | 928 | 16.1 | 367 | 6.4 | 5756 |
| 1983 | 2035 | 29.9 | 925 | 13.6 | 2247 | 33.1 | 1158 | 17.0 | 431 | 6.3 | 6796 |
| 1984 | 2306 | 29.0 | 1309 | 16.5 | 2457 | 30.9 | 1232 | 15.5 | 647 | 8.1 | 7951 |
| 1985 | 1297 | 15.8 | 2563 | 31.2 | 2464 | 30.0 | 1077 | 13.1 | 804 | 9.8 | 8205 |
| 1986 | 1325 | 16.1 | 2461 | 30.0 | 2540 | 30.9 | 1116 | 13.6 | 772 | 9.4 | 8214 |
| 1987 | 1100 | 15.5 | 2389 | 33.7 | 2026 | 28.6 | 925 | 13.1 | 640 | 9.0 | 7080 |
| 1988 | 1019 | 13.5 | 2781 | 36.9 | 2017 | 26.8 | 1052 | 14.0 | 670 | 8.9 | 7539 |
| 1989 | 926 | 13.1 | 2606 | 36.8 | 1916 | 27.1 | 955 | 13.5 | 674 | 9.5 | 7077 |

* Includes Mexico but does not include captives

1989

Source: Ward's Automotive Reports. Figures from 1970
through 1975 are based on registrations
(figures are low because of incomplete reports from some states). Subsequent years are based on retail sales.


Canadian Sales of New Passenger Cars by Origin, 1965-1989
(000 Units)

| Year | Total Sales <br> Volume | Volume | Domestic* | Percent | Otfshore Imports** <br> Volume | Percent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |

* North American-built (includes Mexico)
** Includes captives

Source: Statistics Canada Catalogue 63-007.


1988


1989
U.S. Sales of New Passenger Cars by Origin, 1965-1989 (000 Units)

| Year | Total Sales Volume | Domestic* |  | Offishore Imports** |  | Imports from Japan** |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Volume | Percent | Volume | Percent | Volume | Percent |
| 1965 | 9233 | 8673 | 93.9 | 469 | 5.1 | 18 | 0.2 |
| 1970 | 8365 | 7116 | 85.1 | 1249 | 14.9 | 313 | 3.7 |
| 1975 | 8615 | 7050 | 81.8 | 1564 | 18.2 | 808 | 9.4 |
| 1979 | 10647 | 8328 | 78.2 | 2319 | 21.8 | 1834 | 17.2 |
| 1980 | 8979 | 6578 | 73.3 | 2400 | 26.7 | 1908 | 21.2 |
| 1981 | 8533 | 6206 | 72.7 | 2328 | 27.3 | 1859 | 21.8 |
| 1982 | 7979 | 5757 | 72.2 | 2222 | 27.8 | 1801 | 22.6 |
| 1983 | 9182 | 6795 | 74.0 | 2387 | 26.0 | 1916 | 20.9 |
| 1984 | 10391 | 7952 | 76.5 | 2439 | 23.5 | 1906 | 18.3 |
| 1985 | 11039 | 8205 | 74.3 | 2834 | 25.7 | 2218 | 20.1 |
| 1986 | 11453 | 8215 | 71.7 | 3238 | 28.3 | 2376 | 20.7 |
| 1987 | 10278 | 6886 | 67.0 | 3392 | 33.0 | 2330 | 22.7 |
| 1988 | 10638 | 7539 | 70.9 | 3099 | 29.1 | 2178 | 20.5 |
| 1989 | 9903 | 7078 | 71.5 | 2825 | 28.5 | 2048 | 20.7 |

* North American-Built (includes Mexico)
** Includes captive imports for 1980 and subsequent years

Source: Ward's Automotive Reports.

Road Motor Vehicle Registrations in Canada, 1980-1988 (000 Units)

| Year | Passenger Automobiles | Trucks \& Truck Tractors | Buses | Motorcycles | Mopeds | Other | Total |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1980 | 10256 | 2903 | 53 | 389 | NA | 118 | 13719 |
| 1981 | 10199 | 3138 | 54 | 407 | NA | 53 | 13851 |
| 1982 | 10530 | 3239 | 54 | 431 | NA | 55 | 14309 |
| 1983 | 10732 | 3308 | 55 | 466 | NA | 59 | 14620 |
| 1984 | 10781 | 3047 | 52 | 470 | NA | 56 | 14406 |
| 1985 | 11118 | 3095 | 53 | 453 | 35 | 64 | 14818 |
| 1986 | 11586 | 3156 | 56 | 430 | 35 | 72 | 15335 |
| 1987 | 11773 | 3508 | 59 | 414 | 34 | 76 | 15864 |
| 1988 | 12086 | 3706 | 60 | 370 | 31 | 84 | 16337 |

Source: Statistics Canada Catalogue 53-219.

International Sourcing Pattern of Original Equipment Parts of Five Major Motor Vehicle Manufacturers *
(Purchases from In-house Suppliers), 1965-1989
(\$ Millions)

|  | U.S Purchases from <br> In-house Suppliers <br> in Canada | Canadian Purchases from <br> In-house Suppliers <br> in U.S. | Column (A) <br> Less <br> Column (B) |
| :---: | :---: | :---: | :---: |
|  | (A) | (B) |  |
| 1965 | 17 | 522 | $(505)$ |
| 1970 | 454 | 1153 | $(700)$ |
| 1975 | 797 | 2209 | $(1412)$ |
| 1979 | 2362 | 4703 | $(2341)$ |
| 1980 | 1604 | 3992 | $(2388)$ |
| 1981 | 2119 | 4957 | $(2839)$ |
| 1982 | 2892 | 5374 | $(2483)$ |
| 1983 | 2360 | 5918 | $(3558)$ |
| 1984 | 3960 | 7813 | $(3854)$ |
| 1985 | 4621 | 8490 | $(3869)$ |
| 1986 | 4869 | 9710 | $(4841)$ |
| 1987 | 4579 | 7251 | $(2671)$ |
| 1988 | 3979 | 8752 | $(4773)$ |
| 1989 | 4845 | 8494 | $(3649)$ |

* General Motors, Ford, Chrysler (includes AMC before 1987), CAMI (starting in 1989) and Navistar

Source: Compiled from company responses to the Reisman Inquiry (1965-1977) and company Auto Pact reports (1979-1989).

International Sourcing Pattern of Original Equipment Parts of Five Major Motor Vehicle Manufacturers *
(Purchases from Independent Suppliers), 1965-1989
(\$ Millions)

| Model Year | U.S Purchases from Independent Suppliers in Canada | Canadian Purchases from Independent Suppliers in U.S. | $\begin{aligned} & \text { Column (A) } \\ & \text { Less } \\ & \text { Column (B) } \end{aligned}$ |
| :---: | :---: | :---: | :---: |
|  | (A) | (B) |  |
| 1965 | 74 | 236 | (162) |
| 1970 | 487 | 505 | (18) |
| 1975 | 876 | 1051 | (175) |
| 1979 | 1812 | 1560 | 252 |
| 1980 | 1253 | 1226 | 27 |
| 1981 | 1385 | 1451 | (66) |
| 1982 | 1477 | 1844 | (367) |
| 1983 | 1922 | 2067 | (145) |
| 1984 | 2617 | 3034 | (418) |
| 1985 | 3381 | 3871 | (490) |
| 1986 | 3736 | 4619 | (883) |
| 1987 | 3819 | 4385 | (566) |
| 1988 | 3500 | 4838 | (1338) |
| 1989 | 3486 | 6226 | (2740) |

* General Motors, Ford, Chrysler (includes AMC before 1987), CAMI (starting in 1989) and Navistar

Source: Compiled from company responses to the Reisman Inquiry (1965-1977) and Company Auto Pact reports (1979-1989).


Shipments

Value of Shipments in Canadian Automotive Industries, 1976-1989 (\$ Millions)
$\left.\begin{array}{ccccc}\hline & \begin{array}{c}\text { Motor Vehicle } \\ \text { Manufacturers }\end{array} & \begin{array}{c}\text { Truck Body } \\ \text { \& Trailer } \\ \text { Manufacturers }\end{array} & \begin{array}{c}\text { Motor Vehicle Parts } \\ \text { \& Accessories } \\ \text { Manufacturers* }\end{array} & \begin{array}{c}\text { Automotive Tire } \\ \text { and Tube }\end{array} \\ \text { Year } & \text { Manufacturers** }\end{array}\right\}$

* Includes automobile fabric and accessories manufacturers
** Information supplied by companies

Source: Statistics Canada Catalogue 31-001.


Production

North American Production of Motor Vehicles, 1965-1989 (000 Units)

| Year | Volume | Percent | Volume | Percent | North America Total Volume |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 1965 | 846 | 7.1 | 11114 | 92.9 | 11960 |
| 1970 | 1193 | 12.6 | 8263 | 87.4 | 9456 |
| 1975 | 1442 | 13.9 | 8965 | 86.1 | 10407 |
| 1979 | 1632 | 12.5 | 11475 | 87.5 | 13107 |
| 1980 | 1374 | 14.6 | 8010 | 85.4 | 9384 |
| 1981 | 1280 | 13.9 | 7941 | 86.1 | 9221 |
| 1982 | 1236 | 15.0 | 6985 | 85.0 | 8221 |
| 1983 | 1502 | 14.0 | 9226 | 86.0 | 10728 |
| 1984 | 1830 | 14.3 | 10924 | 85.7 | 12754 |
| 1985 | 1930 | 14.2 | 11648 | 85.8 | 13578 |
| 1986 | 1859 | 14.1 | 11317 | 85.9 | 13176 |
| 1987 | 1648 | 13.1 | 10908 | 86.9 | 12556 |
| 1988 | 1977 | 15.0 | 11197 | 85.0 | 13174 |
| 1989 | 1940 | 15.2 | 10851 | 84.8 | 12791 |

Source: Ward's Automotive Reports.


North American Production of Passenger Cars, 1965-1989 (000 Units)

| Year | Volume | Canada | Percent | Volume | U.S. | Percent | North America Total Volume |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1965 | 707 |  | 7.0 | 9329 |  | 93.0 | 10036 |
| 1970 | 940 |  | 12.6 | 6546 |  | 87.4 | 7486 |
| 1975 | 1055 |  | 13.6 | 6706 |  | 86.4 | 7761 |
| 1976 | 1146 |  | 11.9 | 8493 |  | 88.1 | 9639 |
| 1977 | 1162 |  | 11.2 | 9211 |  | 88.8 | 10373 |
| 1978 | 1162 |  | 11.2 | 9174 |  | 88.8 | 10336 |
| 1979 | 997 |  | 10.6 | 8422 |  | 89.4 | 9419 |
| 1980 | 847 |  | 11.7 | 6372 |  | 88.3 | 7219 |
| 1981 | 784 |  | 11.1 | 6251 |  | 88.9 | 7035 |
| 1982 | 788 |  | 13.4 | 5073 |  | 86.6 | 5861 |
| 1983 | 955 |  | 12.3 | 6782 |  | 87.7 | 7737 |
| 1984 | 1023 |  | 11.6 | 7773 |  | 88.4 | 8796 |
| 1985 | 1071 |  | 11.6 | 8186 |  | 88.4 | 9257 |
| 1986 | 1062 |  | 11.9 | 7829 |  | 88.1 | 8891 |
| 1987 | 811 |  | 10.3 | 7100 |  | 89.7 | 7911 |
| 1988 | 1028 |  | 12.6 | 7118 |  | 87.4 | 8146 |
| 1989 | 1002 |  | 12.8 | 6823 |  | 87.2 | 7825 |

[^1]Canadian Truck* Production, 1975-1989 (000 Units)

| Year | Light | Percent of Total | Medium \& Heavy-Duty | Percent of Total | Total |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 1975 | 367 | 94.8 | 20 | 5.2 | 387 |
| 1976 | 483 | 96.4 | 18 | 3.6 | 501 |
| 1977 | 576 | 95.7 | 26 | 4.3 | 602 |
| 1978 | 630 | 96.0 | 26 | 4.0 | 656 |
| 1979 | 607 | 95.6 | 28 | 4.4 | 635 |
| 1980 | 506 | 96.0 | 21 | 4.0 | 527 |
| 1981 | 480 | 96.6 | 17 | 3.4 | 497 |
| 1982 | 434 | 96.9 | 14 | 3.1 | 448 |
| 1983 | 539 | 98.5 | 8 | 1.5 | 547 |
| 1984 | 794 | 97.8 | 18 | 2.2 | 812 |
| 1985 | 834 | 97.4 | 22 | 2.6 | 856 |
| 1986 | 771 | 97.2 | 22 | 2.8 | 793 |
| 1987 | 816 | 97.4 | 22 | 2.6 | 838 |
| 1988 | 922 | 97.1 | 28 | 2.9 | 950 |
| 1989 | 914 | 97.4 | 24 | 2.6 | 938 |

* Includes vans

Source: Ward's Automotive Reports.

```
U.S. Truck* Production, 1965-1989 (000 Units)
```

| Year | Light | Percent of Total | Medium | Percent of Total | HeavyDuty | Percent of Total | Total |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1965 | 1325 | 76.5 | 271 | 15.7 | 135 | 7.8 | 1731 |
| 1970 | 1359 | 80.3 | 194 | 11.5 | 140 | 8.3 | 1693 |
| 1975 | 1945 | 85.6 | 200 | 8.8 | 126 | 5.5 | 2271 |
| 1976 | 2637 | 88.5 | 199 | 6.7 | 143 | 4.8 | 2979 |
| 1977 | 3049 | 88.8 | 204 | 5.9 | 181 | 5.2 | 3434 |
| 1978 | 3263 | 88.0 | 224 | 6.0 | 219 | 5.9 | 3706 |
| 1979 | 2608 | 85.9 | 189 | 6.2 | 239 | 7.9 | 3036 |
| 1980 | 1387 | 83.2 | 100 | 6.0 | 181 | 10.9 | 1668 |
| 1981 | 1445 | 85.0 | 89 | 5.2 | 167 | 9.8 | 1701 |
| 1982 | 1721 | 90.3 | 49 | 2.6 | 136 | 7.1 | 1906 |
| 1983 | 2096 | 86.5 | 127 | 5.2 | 201 | 8.3 | 2424 |
| 1984 | 2769 | 90.0 | 68 | 2.2 | 238 | 7.7 | 3075 |
| 1985 | 3046 | 90.7 | 78 | 2.3 | 233 | 6.9 | 3357 |
| 1986 | 3128 | 92.2 | 51 | 1.5 | 213 | 6.3 | 3392 |
| 1987 | 3528 | 92.4 | 55 | 1.4 | 234 | 6.1 | 3817 |
| 1988 | 3810 | 92.5 | 62 | 1.5 | 249 | 6.0 | 4121 |
| 1989 | 3788 | 93.2 | 43 | 1.1 | 232 | 5.7 | 4062 |

* Includes vans

Source: Ward's Automotive Reports.

Top Ten Vehicle Manufacturers in the World by Total Output, 1987

| Company | Total Output (Units) |
| :---: | :---: |
| General Motors - U.S.A | 7497063 |
| Ford Motor - U.S.A. | 5892267 |
| Toyota - Japan | 3729719 |
| Nissan - Japan | 2658255 |
| Peugeot - Citroen - France | 2511502 |
| Volkswagen - West Germany | 2475347 |
| Chrysier - U.S.A. | 2187706 |
| Renault - France | 2053444 |
| Fiat - Italy | 1880408 |
| Vaz - U.S.S.R. | 1604740 |

Source: Motor Vehicle Manufacturers' Association (MVMA) of the United States, World Motor Vehicle Data, 1989.

World Motor Vehicle Production by Country, 1965-1989 (000 Units)

|  | 1965 | 1970 | 1975 | 1980 | 1984 | 1985 | 1986 | 1987 |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Japan | 1876 | 5289 | 6941 | 11043 | 11393 | 12271 | 12260 | 12249 | 12700 | 13026 |
| U.S. | 11118 | 8267 | 8991 | 8010 | 10924 | 11672 | 11373 | 10975 | 11262 | 11125 |
| West Germany | 2976 | 3842 | 3186 | 3879 | 4046 | 4446 | 4578 | 4614 | 4625 | 4852 |
| France | 1642 | 2750 | 2861 | 3378 | 3062 | 3016 | 3195 | 3493 | 3698 | 3920 |
| Italy | 1176 | 1854 | 1459 | 1612 | 1601 | 1573 | 1913 | 1913 | 2111 | 2221 |
| U.S.S.R. | 634 | 916 | 1964 | 2199 | 2209 | 2200 | 2226 | 2100 | 2180 | 2100 |
| Spain | 229 | 536 | 814 | 1182 | 1309 | 1418 | 1307 | 1433 | 1866 | 2046 |
| Canada | 852 | 1157 | 1446 | 1373 | 1878 | 1937 | 1864 | 1564 | 1960 | 1936 |
| U.K. | 2177 | 2098 | 1648 | 1313 | 1134 | 1311 | 1203 | 1342 | 1545 | 1626 |
| South Korea | - | 29 | 36 | 123 | 165 | 378 | 602 | 977 | 1084 |  |
| Brazil | 185 | 416 | 930 | 1165 | 836 | 967 | 1056 | 900 | 1069 |  |
|  |  |  |  |  | 1103 |  |  |  |  |  |

Source: Automotive News (ranked by 1989 production).

Canadian Motor Vehicle Production by Industrial Product Price Indexes, 1981-1989

| Year | Number of Units Produced (000) | Value of SIC 3231 Production (\$ millions) | Unit Value (\$) | $\begin{gathered} \text { Index * } \\ (1981=100) \end{gathered}$ | Motor Vehicle Industry (IPPI)** $(1981=100)$ |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 1981 | 1323 | 11418 | 8630 | 100.0 | 100.0 |
| 1982 | 1276 | 12346 | 9676 | 112.1 | 107.2 |
| 1983 | 1524 | 15738 | 10320 | 119.6 | 112.1 |
| 1984 | 1829 | 20700 | 11318 | 131.2 | 119.5 |
| 1985 | 1933 | 23848 | 12334 | 142.9 | 129.6 |
| 1986 | 1854 | 24174 | 3039 | 151.1 | 139.2 |
| 1987 | 1635 | 22421 | 13713 | 158.9 | 135.8 |
| 1988 | 1949 | 26 891*** | 13699 | 158.7 | 130.7 |
| 1989 | 1910 | 27 862*** | 14587 | 169.0 | 130.2 |

* Unit value as a $\%$ of total number of units produced divided by value of production
** Industrial Product Price Indexes for SIC 3231 based on the actual prices of a select group of vehicles
*** Preliminary -- based on Catalogue 31-001

Source: Statistics Canada .


Investment

New Capital Expenditures In Canadian Automotive Industries, 1977-1989
(\$ Millions)

| Year | Motor Vehicle Manufacturers (SIC 323) | Truck Body Manufacturers (SIC 324) | Motor Vehicle Parts \& Accessories (SIC 325) | Total |
| :---: | :---: | :---: | :---: | :---: |
| 1977 | 153 | 24 | 110 | 287 |
| 1978 | 84 | 15 | 204 | 303 |
| 1979 | 111 | 42 | 331 | 484 |
| 1980 | 136 | 47 | 781 | 964 |
| 1981 | 273 | 32 | 667 | 972 |
| 1982 | 203 | 34 | 189 | 426 |
| 1983 | 463 | 13 | 141 | 617 |
| 1984 | 256 | 13 | 171 | 440 |
| 1985 | 714 | 9 | 332 | 1055 |
| 1986 | 1897 | 19 | 403 | 2319 |
| 1987 | 1584 | 27 | 755 | 2366 |
| 1988 | 1917 | 20 | 624 | 2561 |
| 1989* | 1645 | 22 | 690 | 2357 |

* Preliminary

Source: Statistics Canada Catalogue 61-214.

New Capital Expenditures In Canadian Automotive Industries, 1977-1989 (\$ Millions)


Trade and Auto
Pact Data

Canadian-Overseas Trade in Automotive Products*, 1965-1989 (\$ Millions)

|  | 1965 | 1970 | 1975 | 1980 | 1984 | 1985 | 1986 | 1987 | 1988 | 1989 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Canadian Exports |  |  |  |  |  |  |  |  |  |  |
| Motor Vehicles | 92 | 141 | 421 | 634 | 346 | 216 | 222 | 187 | 303 | 259 |
| Parts | 32 | 99 | 180 | 420 | 280 | 307 | 418 | 382 | 346 | 369 |
| Tires and Tubes | 4 | 3 | 5 | 31 | 24 | 45 | 42 | 32 | 33 | 29 |
| Re-exports | 5 | 9 | 10 | 89 | 174 | 134 | 197 | 195 | 238 | 261 |
| Total | 133 | 252 | 616 | 1174 | 824 | 702 | 879 | 796 | 920 | 918 |
| Canadian Imports |  |  |  |  |  |  |  |  |  |  |
| Motor Vehicles | 115 | 240 | 410 | 1159 | 2176 | 3107 | 3954 | 4080 | 3936 | 3900 |
| Parts | 21 | 130 | 206 | 355 | 1328 | 1459 | 1761 | 1831 | 1630 | 2449 |
| Tires and Tubes | 2 | 19 | 82 | 208 | 207 | 207 | 220 | 261 | 243 | 248 |
| Total | 138 | 389 | 698 | 1722 | 3711 | 4773 | 5935 | 6172 | 5809 | 6597 |
| Balances |  |  |  |  |  |  |  |  |  |  |
| Motor Vehicles | (23) | (99) | 11 | (525) | (1830) | (2 891) | (3732) | (3893) | (3633) | (3 641) |
| Parts | 11 | (31) | (26) | 65 | (1 048) | (1 152) | (1 343) | (1 449) | (1 284) | (2080) |
| Tires and Tubes | 2 | (16) | (77) | (177) | (183) | (162) | (178) | (229) | (210) | (219) |
| Re-exports | 5 | 9 | 10 | 89 | 174 | 134 | 197 | 195 | 238 | 261 |
| Total | (5) | (137) | (82) | (548) | (2887) | (4071) | ( 5056 ) | (5 376) | (4889) | ( 5679 ) |

* CKDs are included sometimes in the parts category and sometimes in the vehicle category.

[^2]Canada-U.S. Trade in Automotive Products, 1965-1989
(\$ Millions)

|  | 1965 | 1970 | 1975 | 1980 | 1984 | 1985 | 1986 | 1987 | 1988 | 1989 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| U.S. Imports From Canada* |  |  |  |  |  |  |  |  |  |  |
| Cars | 74 | 1538 | 2858 | 4452 | 13085 | 15277 | 16428 | 13505 | 16326 | 14997 |
| Trucks | 21 | 589 | 932 | 2218 | 5880 | 6422 | 5804 | 6838 | 7363 | 8063 |
| Parts | 151 | 1127 | 2045 | 3405 | 10287 | 11512 | 11577 | 11579 | 11752 | 11666 |
| Tires and Tubes | 4 | 15 | 68 | 231 | 598 | 592 | 675 | 661 | 520 | 665 |
| Total | 250 | 3269 | 5903 | 10306 | 29850 | 33803 | 34484 | 32583 | 35961 | 35391 |
| Canadian Imports From the U.S. |  |  |  |  |  |  |  |  |  |  |
| Cars | 94 | 659 | 2183 | 3388 | 6085 | 8566 | 8628 | 8691 | 8605 | 8176 |
| Trucks | 60 | 275 | 942 | 1217 | 2039 | 2570 | 2824 | 3282 | 3076 | 2824 |
| Parts | 797 | 2107 | 4425 | 7600 | 15446 | 17438 | 17635 | 16397 | 19956 | 18020 |
| Tires and Tubes | 10 | 24 | 174 | 146 | 345 | 264 | 227 | 310 | 351 | 444 |
| Total | 961 | 3065 | 7724 | 12351 | 23915 | 28838 | 29314 | 28680 | 31993 | 29464 |
| Balances |  |  |  |  |  |  |  |  |  |  |
| Cars | (20) | 879 | 675 | 1064 | 7000 | 6711 | 7800 | 4814 | 7718 | 6821 |
| Trucks | (39) | 314 | (10) | 1001 | 3841 | 3852 | 2980 | 3556 | 4285 | 5239 |
| Parts | (646) | (980) | (2 380) | (4 195) | ( 5 159) | (5926) | (6058) | (4818) | $(8204)$ | (6354) |
| Tires and Tubes | (6) | (9) | (106) | 85 | 253 | 328 | 448 | 351 | 169 | 221 |
| Total | (711) | 204 | (1 821) | (2045) | 5935 | 4965 | 5170 | 3903 | 3968 | 5927 |

*A more accurate measurement of trade in automotive products is obtained by comparing the import statistics of each country. Accordingly, Canadian exports are derived from the corresponding U.S. import statistics.

Source: Statistics Canada Catalogues 65-001P and 11-001E.

Overall Net Production to Net Sales-Value Ratios* Achieved by Auto Pact Companies** in Canada, 1975-1989 (Percent)

|  | Model Year |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1975 | 1980 | 1981 | 1982 | 1983 | 1984 | 1985 | 1986 | 1987 | 1988 | 1989 |
| Passenger Vehicles |  |  |  |  |  |  |  |  |  |  |  |
| (Required Ratio: range 95-100) |  |  |  |  |  |  |  |  |  |  |  |
| Net Sales-Value Ratio Achieved <br> (All Companies) | 122 | 106 | 123 | 202 | 196 | 173 | 174 | 177 | 162 | 153 | 138 |
| Commercial Vehicles <br> (Required Ratio: range 75-100) |  |  |  |  |  |  |  |  |  |  |  |
| Net Sales-Value Ratio Achieved <br> (All Companies) | 101 | 115 | 140 | 238 | 272 | 231 | 192 | 191 | 159 | 133 | 188 |
| Buses |  |  |  |  |  |  |  |  |  |  |  |
| (Required Ratio: range 85-100) |  |  |  |  |  |  |  |  |  |  |  |
| Net Sales-Value Ratio Achieved <br> (All Companies) | 114 | 199 | 273 | 213 | 243 | 312 | 324 | 239 | 163 | 189 | 230 |

* Net production to net sales-value ratio is the ratio of the total value of Canadian vehicle production to the total net sales value of vehicle sales for all Auto Pact companies.
** Based on 18 major manufacturers

Source: Compiled from company Auto Pact reports to Industry, Science and Technology Canada.

CVA/COS* Achieved by Auto Pact Producers**, 1975-1989
(\$ Millions, Percent)

|  | 1975 | 1980 | 1981 | 1982 | 1983 | 1984 | 1985 | 1986 | 1987 | 1988 | 1989 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Cost of Vehicle Sales in Canada |  |  |  |  |  |  |  |  |  |  |  |
| of Auto Pact Producers |  |  |  |  |  |  |  |  |  |  |  |
| (Model Year) | 4545 | 8757 | 8659 | 6327 | 6752 | 10281 | 13022 | 15002 | 15340 | 15440 | 15402 |
| Total CVA Produced |  |  |  |  |  |  |  |  |  |  |  |
| (Model Year) | 2987 | 4659 | 5368 | 5759 | 5847 | 8504 | 10210 | 11282 | 10113 | 11035 | 11438 |
| Difference between Cost of Sales |  |  |  |  |  |  |  |  |  |  |  |
| and CVA Produced | 1558 | 4020 | 3235 | 568 | 905 | 1777 | 2812 | 3720 | 5227 | 4405 | 3964 |
| Total achieved CVA as Percentage |  |  |  |  |  |  |  |  |  |  |  |
| of Cost of Sales | 66 | 53 | 62 | 91 | 87 | 83 | 78 | 75 | 66 | 72 | 74 |

* Canadian Value Added/ Cost of Sales
** Based on 18 major manufacturers

Source: Auto Pact company reports to Industry, Science and Technology Canada.

Total Canadian Value Added by Category of Production for the Four Major Vehicle Manufacturers in Canada*, 1965-1989 (\$ Millions)
\(\left.$$
\begin{array}{ccccc}\hline & \begin{array}{c}\text { Non-Parts CVA in } \\
\text { Vehicle Production }\end{array} & \begin{array}{c}\text { Parts CVA in } \\
\text { Vehicle Production }\end{array} & \begin{array}{c}\text { CVA in Original } \\
\text { Equipment Parts } \\
\text { Exported }\end{array} & \begin{array}{c}\text { Parts CVA } \\
\text { as Percent } \\
\text { of Total CVA }\end{array}
$$ <br>
\hline 1965 \& A \& B \& Cotal CVA <br>

Produced\end{array}\right]\)| (B+C)/D |
| :--- |
| 1970 |

* General Motors, Ford, Chrysler (includes AMC before 1987) and CAMI (starting in 1989)

Source: 1965-1977 data prepared by the Reisman Commission; 1978-1989 data prepared by Industry, Science and Technology Canada.


Research and Development

Research and Development in the Motor Vehicle Industries, 1975-1987
(SIC 323, 324 and 325)

| Year | Number of R\&D Performers | Total R\&D Personnel (Person-years) | Total R\&D Expenditures (\$ Millions) |
| :---: | :---: | :---: | :---: |
| 1975 | 28 | 545 | 12000 |
| 1977 | 25 | 685 | 21000 |
| 1979 | 24 | 735 | 32000 |
| 1981 | 33 | 890 | 49000 |
| 1982 | 32 | 825 | 53000 |
| 1983 | 33 | 960 | 66000 |
| 1984 | 25 | 890 | 70000 |
| 1985 | 40 | 1050 | 79000 |
| 1986 | 57 | 1255 | 90000 |
| 1987 | 51 | 1135 | 97000 |

Source: Statistics Canada.


Employment

Employment Related to Automotive Manufacturing in Canada, 1965-1989
(000)

| Year | Motor Vehicle Assembly (SIC 323) | Truck Bodies \& Trailers (SIC 324) | Automotive Parts \& Acc. (SIC 325) | Automobile Fabric \& Acc. (SIC 188) | Total |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 1965 | 39.8 | 5.8 | 35.3 | 1.9 | 82.8 |
| 1970 | 37.5 | 8.4 | 36.4 | 3.7 | 86.0 |
| 1975 | 43.4 | 14.4 | 41.2 | 4.8 | 103.8 |
| 1980 | 43.9 | 12.9 | 41.0 | 6.3 | 104.1 |
| 1981 | 43.4 | 12.1 | 44.7 | 7.2 | 107.4 |
| 1982 | 42.7 | 8.6 | 41.1 | 6.3 | 98.7 |
| 1983 | 44.4 | 11.5 | 55.2 | 4.5 | 115.6 |
| 1984 | 49.5 | 12.5 | 56.9 | 4.9 | 123.8 |
| 1985 | 50.4 | 13.5 | 60.3 | 5.1 | 129.3 |
| 1986 | 49.9 | 14.1 | 63.5 | 5.1 | 132.6 |
| 1987 | 50.2 | 17.8 | 70.6 | 7.6 | 146.2 |
| 1988 | 50.6 | 20.6 | 74.0 | 8.4 | 153.6 |
| 1989 | 53.3 | 20.9 | 73.2 | 8.9 | 156.3 |

Source: Statistics Canada Catalogue 72-002. (As of January 1987, major changes to the coverage of firms in survey sampling took place, and 1986 figures and preceding years have been adjusted accordingly.)


Employment Related to Automotive Manufacturing in the U.S., 1972-1989 Annual Average (000)

| Year | Total Motor Vehicle Equipment (SIC 371) | Motor Vehicles (SIC 3711) | Truck \& Bus Bodies (SIC 3713) | Parts \& Accessories (SIC 3714) | Automotive Stampings (SIC 3465) |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 1972 | 875 | 415 | 46 | 383 | 105 |
| 1973 | 977 | 462 | 51 | 430 | 111 |
| 1974 | 908 | 416 | 55 | 403 | 96 |
| 1975 | 792 | 375 | 46 | 353 | 82 |
| 1976 | 881 | 416 | 44 | 399 | 100 |
| 1977 | 938 | 440 | 48 | 424 | 110 |
| 1978 | 977 | 452 | 51 | 444 | 114 |
| 1979 | 995 | 464 | 46 | 444 | 115 |
| 1980 | 789 | 368 | 40 | 350 | 95 |
| 1981 | 789 | 359 | 37 | 363 | 94 |
| 1982 | 705 | 321 | 31 | 325 | 82 |
| 1983 | 773 | 363 | 32 | 344 | 89 |
| 1984 | 867 | 389 | 40 | 388 | 99 |
| 1985 | 873 | 403 | 38 | 389 | 102 |
| 1986 | 843 | 381 | 38 | 379 | 101 |
| 1987 | 842 | 368 | 44 | 384 | 99 |
| 1988 | 850 | 358 | 75 | 397 | 96 |
| 1989 | 856 | 355 | 44 | 408 | 103 |

Source: U.S. Bureau of Labor Statistics.

Canadian Automotive Parts Industry by Number of Employees, 1986

| Number of <br> Employees | Number of <br> Establishments | Percent of Total <br> Establishments | Value of Shipments <br> ( $\$$ Million) |
| :--- | :---: | :---: | :---: |
| Fewer than 100 | 375 | 68.7 | 989531 |
| $100-500$ | 145 | 26.5 | 4250070 |
| 500 or more | 26 | 4.8 | 7682123 |
| Total | 546 | 100.0 | 12921724 |
|  |  |  | 52.9 |
| Shipments |  |  |  |

Source: Statistics Canada Catalogue 42-251B.


Fuel Consumption

Personal Use Passenger Cars Operated During the Period January to December 1988*

| Model Year | Average Number of Cars Operated | Total number of Kilometres Driven ( 000 km ) | Total Fuel Consumed (000 litres) | Fuel Consumption Ratio (litres per 100 km) |
| :---: | :---: | :---: | :---: | :---: |
| 1978 and previous | 1237400 | 16533688 | 2737345 | 16.6 |
| 1979 | 607000 | 8952956 | 1284297 | 14.3 |
| 1980 | 630700 | 9693099 | 1314409 | 13.6 |
| 1981 | 763000 | 12279493 | 1558091 | 12.7 |
| 1982 | 515900 | 8269876 | 1014871 | 12.3 |
| 1983 | 573200 | 10742512 | 1209230 | 11.3 |
| 1984 | 983000 | 17023029 | 1917461 | 11.3 |
| 1985 | 987100 | 20166187 | 2120716 | 10.5 |
| 1986 | 1036500 | 20605899 | 2117197 | 10.3 |
| 1987 | 823200 | 17523618 | 1746029 | 10.0 |
| Total | 8156900 | 141790360 | 17019644 | 12.0 |

* These figures are based on a sample survey and represent the mid-point of a range calculated using a coefficient of variation.

Source: Statistics Canada Catalogue 53-226.


Major Automotive Plants
in Canada

| Company/Plant Name | Location | Products |
| :---: | :---: | :---: |
| Light Vehicle Manufacturers |  |  |
| Canadian Automobile Mfg. Inc. (CAMI) | Ingersoll, Ontario | Firefly, Sprint, Swift, Sidekick, Tracker |
| Chrysler Canada Ltd. | Brampton, Ontario Bramalea, Ontario Windsor, Ontario Windsor, Ontario | Jeep XJ 4×4 <br> Premier, Monaco <br> Caravan, Voyager, Mini Ram van Ram van, Ram wagon |
| Ford Motor Company of Canada Ltd. | Oakville, Ontario Oakville, Ontario St. Thomas, Ontario | Tempo, Topaz <br> F-series pick-up trucks <br> Crown Victoria, Grand Marquis |
| Honda Canada Inc. | Alliston, Ontario | Hatchback Civic |
| Hyundai Auto Canada Inc. | Bromont, Quebec | Sonata |
| General Motors of Canada Ltd. | Oshawa, Ontario Oshawa, Ontario Oshawa, Ontario Scarborough, Ontario Ste-Thérèse, Quebec | Lumina <br> Regal Chev/GMC light trucks Chev Van, Vandura Celebrity, Cutlass Ciera |
| Toyota Canada Inc | Cambridge, Ontario | Corolla |
| Volvo Canada Inc. | Halifax, Nova Scotia | 740 series |
| Truck Manufacturers |  |  |
| Canadian Kenworth (division of Paccar Ltd.) | Ste-Thérèse, Quebec | Heavy-duty trucks |
| Freightliner of Canada Ltd. | Burnaby, British Columbia | Heavy-duty trucks |
| Mack Canada Inc. | Oakville, Ontario | Heavy-duty trucks |

## Major Motor Vehicle Assembly Plants in Canada

Company/Plant Name

## Location

Products

## Truck Manufacturers (cont'd)

Navistar International Corporation Canada
Pacific Truck and Trailer Ltd.
Western Star Trucks Inc.

## Bus Manufacturers

Les Autobus - MCI.
Motor Coach Industries Ltd.
New Flyer Industries Ltd.
Ontario Bus Industries Inc.
Prèvost Car Inc.

Trailer Manufacturers
Advance Engineered Products
Bedarco-McGruer Inc.
D\&C Roussy Industries Ltd.

Fruehauf Canada Inc.

Chatham, Ontario
North Vancouver, British Columbia
Kelowna, British Columbia

St-Eustache, Quebec
Winnipeg, Manitoba
Winnipeg, Manitoba
Mississauga, Ontario
Ste-Claire, Quebec

## Regina, Saskatchewan

Montreal, Quebec
London, Ontario

Brantford, Ontario Ingersoll, Ontario

Heavy-duty trucks
Heavy-duty trucks
Heavy-duty trucks

Urban transit buses
Highway buses
Urban transit buses
Urban transit buses
Highway buses

Bulk tank trailers
Bulk tank trailers
Semi-trailers

Lowbed, dry van, and bulk tank trailers

Major Motor Vehicle Assembly Plants in Canada

| Company/Plant Name | Location | Products |
| :---: | :---: | :---: |
| Trailer Manufacturers (cont'd) |  |  |
| Manac Inc. | Beauce Sud, Quebec | Lowbed and bulk tank trailers, semi-trailers |
| Westank-Willock | Regina, Saskatchewan | Bulk tank trailers |
| Specialty Vehicle Manufacturers |  |  |
| Amertek Inc. | Woodstock, Ontario | Crash, fire and rescue vehicles |
| Frink/Eastern Steel Products | Cambridge, Ontario | Snowblowers, sweeper equipment |
| Paul Demers et Fils | Beloeil, Quebec | Ambulances |
| Tri-Star Industries Limited | Yarmouth, Nova Scotia | Ambulances |
| SMI Industries | Bathurst, New Brunswick | Crash, fire and rescue vehicles, snowblowers, fire trucks |
| Superior Emergency Equipment | Red Deer, Alberta | Fire trucks |
| Sweepright Mfg. Inc. | Regina, Saskatchewan | Sweepers |
| UTDC | Kingston, Ontario | Military vehicles |

Source: Compiled from information supplied by the companies

| Company/Plant Name | Location | Main Products |
| :--- | :--- | :--- |
| Chrysler Canada Ltd. |  |  |
| Trim plant | Ajax, Ontario |  |
| Aluminum casting plant | Etobicoke, Ontario | Door panels, seat cushions, backs |
| Trim plant | Stratford, Ontario | Pistons, water pump bodies, transmissions, <br> transfer cases |
| Trim plant | Guelph, Ontario | Soft interior trim components |
| Ford Motor Company of Canada Ltd. | Niagara Falls, Ontario | Plastic automotive components |
| Niagara glass plant | Windsor, Ontario |  |
| Essex engine plant | Windsor, Ontario | Automotive glass |
| Ensite engine plant \#1 | Windsor, Ontario | V6 engines |
| Ensite engine plant \#2 | Windsor, Ontario | V8 engines |
| Foundry and casting plant | Windsor, Ontario | V8 engines and engine components |
| Essex aluminum plant | Markham, Ontario | Iron castings |
| Ford Electronics |  | Aluminum castings |
| Manufacturing Corp. |  | Radio and electronic components |

Company/Plant Name Location Main Products

General Motors of Canada Ltd.

| Fabrication plant | Oshawa, Ontario |
| :--- | :--- |
| Engine plant | St. Catharines, Ontario |
| Foundry | St. Catharines, Ontario |
| Axle plant | St. Catharines, Ontario |
| Trim plant | Windsor, Ontario |
| Transmission plant | Windsor, Ontario |

Stampings, batteries, radiators, instrument clusters, plastics, reaction injection moulding

V6 and V8 engines
Metal castings (ferrous and non-ferrous)
Axles, disc brakes, spark plugs, front suspensions, transmission components

Trim sets, door covers
Front-wheel-drive automatic transmissions

Tire and Tube Manufacturers

Bridgestone/Firestone Canada Inc.
General Tire Canada Ltd.
Goodyear Canada Inc.

Michelin Tires (Canada) Ltd.

Trent Rubber Services Ltd.
Uniroyal-Goodrich Canada Inc.

United Tire and Rubber Company Ltd.

Location
Main Products

Joliette, Quebec
Barrie, Ontario
Medicine Hat, Alberta
Napanee, Ontario
Valleyfield, Quebec
Bridgewater, Nova Scotia
Granton, Nova Scotia
Waterville, Quebec
Lindsay, Ontario
North-Kitchener, Ontario South-Kitchener, Ontario

Rexdale, Ontario

Passenger tires
Passenger, truck, bus and off-highway tires
Passenger, truck, bus and off-highway tires

Passenger, truck, bus and off-highway tires

Tubes
Passenger, truck, bus and off-highway tires

Truck, bus, and off-highway tires

| Foreign-owned Independent Manufacturers (larger facilities) |  |  |
| :---: | :---: | :---: |
| AP Parts of Canada | Rexdale, Ontario | Mufflers, tail and exhaust pipes |
| Allied Signal Corp. | Chatham, Ontario London, Ontario Collingwood, Ontario Stratford, Ontario | Induction systems, engine cooling fans, electric drive cooling modules, cooling air blowers, EGR valves, electronic vacuum regulators, sensors and actuators, secondary air valves, etc. |
| Budd Canada Inc. | Kitchener, Ontario Winnipeg, Manitoba | Frames, engine heaters |
| Certified Brakes | Rexdale, Ontario | Brake disc pads, brake linings, hydraulic parts |
| F\&P Manufacturing | Tottenham, Ontario | Structural frame stampings |
| Fabricated Steel Products Ltd. | Windsor, Ontario | Stampings |
| Hayes-Dana Inc. | Barrie, Ontario Burlington, Ontario Cambridge, Ontario Georgetown, Ontario Magog, Quebec Pickering, Ontario St. Catharines, Ontario Thorold, Ontario | Drive shatt, frames, axles |
| Kralinator Filters (Division of Hayes-Dana) | Cambridge, Ontario | Oil, fuel and air filters |
| Lear Siegler Industries Limited | Ajax, Ontario Whitby, Ontario Lindsay, Ontario Kitchener, Ontario | Automotive seating |

## A Partial List of Major Automotive Parts Plants in Canada

| Company/Plant Name | Location | Main Products |
| :---: | :---: | :---: |
| Foreign-owned Independent Manufacturers (larger facilities) |  |  |
| Motor Wheel Corporation of Canada Ltd. | Chatham, Ontario | Wheels, rims and flanges |
| PPG Canada Inc. | Toronto, Ontario Mississauga, Ontario Whitby, Ontario | Glass for automobiles, adhesives, coatings, paint, phosphating compounds |
| Rockwell International of Canada Ltd. | Lacolle, Quebec Tilbury, Ontario Mississauga, Ontario Bracebridge, Ontario Milton, Ontario Chatham, Ontario | Coil springs, brakes, mechanical stampings plastic components |
| Standard Tube Canada Lid. | Woodstock, Ontario | Axle components |
| Standard Products Canada | Stratford, Ontario | Weather stripping, engine and body mounts |
| TRW Canada, Thompson Products Division | St. Catharines, Ontario | Steering components, valves, electro-mechanical devices |
| Varity Corp. | Windsor, Ontario <br> St. Catharines, Ontario | Wheels, brake parts |
| Varta Batteries Ltd. | Lachine, Quebec St. Thomas, Ontario Winnipeg, Manitoba | Batteries |
| Walker Exhausts | Cambridge, Ontario | Mufflers, tail and exhaust pipes |
| Waterville T.G. Inc. | Waterville, Quebec | Rubber products, padded auto instrument panels |

## Canadian-owned Companies

ABC Group of Companies
A.G. Simpson Co. Ltd.

Alcan Automotive Castings

## Asbestonos

Butler Metal Products Co. Ltd.
Canadian General Tower Ltd.
Complax Corporation (The)

Court Industries Limited

Crila Plastic Industries Ltd.
Do-Ray Lamp Company
(Canada)
Dominion Automotive Industries

## Canalowher

Rexdale, Ontario
Cambridge, Ontario
Oakville, Ontario
Oshawa, Ontario
Scarborough, Ontario
Windsor, Ontario
St. Catharines, Ontario
Montreal, Quebec
Welland, Ontario
Vancouver, British Columbia
Montreal, Quebec
Cambridge, Ontario
Cambridge, Ontario
Windsor, Ontario
Cobourg, Ontario
St. Catharines

Bolton, Ontario
Toronto, Ontario

Toronto, Ontario

Blow-moulded automotive components

## Stampings

Aluminum cylinder heads, aluminum intake manifolds

Brake and clutch products
Stampings
Vinyl seat covers
Compression and injection-moulded components

Surface treatment services, chrome and zinc-plating, bonderizing, screw machine products, transmission parts

Trim
Truck lighting and safety equipment

Protective lighting, mirrors, directional signals

## A Partial List of Major Automotive Parts Plants in Canada

| Company/Plant Name | Location | Main Products |
| :---: | :---: | :---: |
| Canadian-owned Companies |  |  |
| Huron Steel Products | Windsor, Ontario | Stampings |
| Kendan Manufacturing Ltd. | Windsor, Ontario | Diesel engine components |
| Keystone A\&A Industries | Richmond, B.C. | Wheels and wheel covers |
| Magna International Incorporated Atoma Division Cosma Division Decoma Division Tesma Division | Newmarket, Ontario Brampton, Ontario Concord, Ontario Concord, Ontario | Seatings, interior trim Stampings, exterior parts Plastic interior and exterior parts Steel engine components |
| National Auto Radiator Manufacturing Co. Ltd. | Windsor, Ontario | Stampings |
| Stelco Inc. (parts manufacturing only) | Gananoque, Ontario <br> Toronto, Ontario <br> Brantford, Ontario | Fasteners and forgings |
| Tamco Ltd. | Windsor, Ontario | Gear-shift levers, steering-column jackets |
| Tridon Ltd. | Burlington, Ontario Oakville, Ontario | Clamps, electronic flashers, wiper blades |
| Woodbridge Foam Corporation | Toronto, Ontario | Sets, other foam rubber components |

Asian Assembly Investment in Canada and the U.S.

| Company | Location | Announced Capacity (000) | Date Open | Products |
| :---: | :---: | :---: | :---: | :---: |
|  | Canada |  |  |  |
| Toyota | Cambridge, Ontario | 60 | 1988 | Cars |
| Honda | Alliston, Ontario | 100 | 1986 | Cars |
| Hyundai | Bromont, Quebec | 100 | 1989 | Cars |
| CAMI | Ingersoll, Ontario | 200 | 1989 | Cars/Trucks (sport utility) |
|  | U.S. |  |  |  |
| Toyota | Georgetown, Kentucky | 200 | 1988 | Cars |
|  | Fremont, California | 100 | 1992 | Trucks (light) |
| NUMMI | Fremont, California | 250 | 1984 | Cars |
| Nissan | Smyrna, Tennessee | 240 | 1983 | Cars/Trucks (light) |
|  | Smyrna, Tennessee | 200 | 1992 | Cars |
| Honda | Marysville, Ohio | 360 | 1982 | Cars |
|  | Liberty, Ohio | 150 | 1991 | Cars |
| Diamond Star | Bloomington-Normal, Illinois | 240 | 1988 | Cars |
| Mazda | Flatrock, Michigan | 240 | 1987 | Cars |
| Fuji/lsuzu | Lafayette, Indiana | 220 | 1989 | Cars/Trucks (light) |

## Industry, Science and Technology Canada

Directory of Canadian Automotive Original Equipment Manufacturers
Directory of Canadian Automotive Parts Manufacturers and Rebuilders
Directory of Canadian Automotive Parts Manufacturers and Rebuilders (Aftermarket)
Directory of Canadian Truck Manufacturers and Truck Parts Suppliers Directory of Canadian Vehicle Manufacturers

Product and Process Development in the Canadian Automotive Sector - Winter 1990

Restructuring in the North American Industry - Summer 1989
Review of the Truck-Trailer Industry of Canada - Spring 1990 Tools for Competitiveness - Federal Programs and Services of Interest to the Auto Parts Industry - Spring 1990

## Others

A Comparative Study of the Cost Competitiveness of the Automotive Parts Manufacturing Industry in North America - Booz-Allen \& Hamilton Inc. - Spring 1990

## Statistics Canada

Employment, earnings and hours (monthly) - Catalogue 72-002
Fuel consumption survey, passenger cars, light trucks and vans (quarterly)

- Catalogue 53-007

Fuel consumption survey (annual) - Catalogue 53-226
Capital and repair expenditures manufacturing sub-industries

- Catalogue 61-214

Monthly survey of manufacturing - Catalogue 31-001
New motor vehicle sales (monthly) - Catalogue 63-007
Preliminary statement of international trade (monthly)

- Catalogue 65-001P

Road motor vehicles, registrations (annual) - Catalogue 53-219
Transportation Equipment Industries - Catalogues 42-251B, 3231;
3241, 42, 43, 44; 3251-3257; 3299
The Daily - Catalogue 11-001E
Transportation equipment industries (annual) - Catalogue 42-251

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[^0]:    Source: Motor Vehicle Manufacturers' Association (MVMA) and Ward's Automotive Reports.

[^1]:    Source: Ward's Automotive Reports.

[^2]:    Source: Statistics Canada Catalogues 65-001P and 11-001E.

