TABLE OF CONTENTS

		PAGE
. 1	EXECUTIVE SUMMARY	1
z .	DEVELOPMENT OF THE INDUSTRY	7
	A. Growth in World Demand	7
	B. Bladen	8
	C. Tariff Reductions	9
	D. Employment	10
3.	INTERNATIONALIZATION OF PRODUCT	14
	A. World Car	14
	B. Flexible Production Methods	14
	C. Location Patterns	16
4.	COMPETITION IN NORTH AMERICAN MARKET	18
	A: Demand Shifts	18
	B. Access to North American Market	19
	C. Japanese Production in North America	21
	D. Investment in Foreign Firms	22
5.	NORTH AMERICAN-JAPANESE PRODUCTION COSTS	23
6.	PRODUCTION AND TRADE	26
7.	PROSPECTS FOR NORTH AMERICAN INDUSTRY	28
	A. New Designs and Manufacturing Techniques	28