

**TABLE 3**  
**U.S. AUTOMOBILE MARKET DEMAND 1984-87**  
**(Millions of units)**

	<u>1984</u>	<u>%</u>	<u>1985F</u>	<u>%</u>	<u>1986F</u>	<u>%</u>	<u>1987F</u>	<u>%</u>
Total Sales of Japanese Imports	1,906	18.3	2,275	21.3	2,675	25.2	3,025	27.7
Sales of U.S.-Built Japanese Cars	<u>133</u>	<u>1.3</u>	<u>275</u>	<u>2.5</u>	<u>525</u>	<u>5.0</u>	<u>675</u>	<u>6.2</u>
Total Japanese Car Sales	2,039	19.6	2,550	23.8	3,200	30.2	3,700	33.9
Total Sales of European Imports	534	5.1	530	5.0	480	4.5	474	4.4
Total Sales of U.S./Canadian-Built Cars	<u>7,818</u>	<u>75.3</u>	<u>7,620</u>	<u>71.2</u>	<u>6,920</u>	<u>65.3</u>	<u>6,725</u>	<u>61.7</u>
Total U.S. Car Sales	10,391	100.0	10,700	100.0	10,600	100.0	10,900	100.0

Source: U.S. Department of Commerce

The United States automobile producers are expected to experience about a 1.1 million unit drop in sales between 1984 and 1987 despite a 500,000 unit increase in total market volume. This decrease will occur in the small car segment (subcompacts) as a result of imports by U.S. and Japanese automobile companies and sales of U.S. built Japanese vehicles. Increasing Japanese competitive pressure will also be felt in the mid-car segment (compact, intermediate) and could minimize growth opportunities for U.S. automobile manufacturers in that market.