

TABLE 4

Western European Market Share, 1989

<u>Manufacturer</u>	<u>% Share</u>
Volkswagen (incl. Audi and SEAT)	14.8
Fiat (incl. Lancia and Alfa Romeo)	14.8
Peugeot (incl. Citroen)	12.8
Ford	11.7
General Motors (Opel, Vauxhall)	11.0
Renault	10.3
Rover	3.1
Mercedes-Benz	3.2
BMW	2.8
Volvo	2.0
Total Japanese	10.9
All other	2.6
TOTAL	100.0

Source: Industry estimates, 1989.

Japanese import competition in the EC has been growing steadily over the past decade. Despite import restrictions the overall Japanese penetration in the EC is now similar to the production of one of the major European volume manufacturers (see Table 5).

Specialist Producers

The specialist/luxury producers which total about 9 per cent of the market are in a very different situation from the volume producers. The Community has a number of specialist

TABLE 5

Development of Japanese Market Share in the EC, 1978-88

	<u>1978</u>	<u>1980</u>	<u>1982</u>	<u>1984</u>	<u>1986</u>	<u>1988</u>
Sales of Japanese cars in EC-12 (000s)	577	792	702	796	1 039	1 088
Japanese market share (%)	5.9	8.6	7.8	8.6	9.9	9.2

Source: Marketing Systems, DRI.