

Even though General Motors had the lowest market share in the car market segment, it has the highest growth between 1988 and 1989 with a 49.7% increase.

All of the major automotive manufacturers have expanded their manufacturing facilities in recent years. Ford has invested a total of \$1.1 billion, \$500 million of which were destined to the assembly plant in Hermosillo, which has a capacity of 130,000 finished vehicles per year; during 1990 it will complete a general retooling of its plant investing another \$300 million. Volkswagen increased its plant capacity in Puebla. General Motors enlarged its two plants located in Coahuila. Chrysler Mexico is the sole worldwide producer of its Ramcharger. Nissan built two plants in Aguascalientes, one for body stamping and the other for motor assembly.

TABLE 8
INVESTMENTS IN THE AUTOMOBILE INDUSTRY (1979-1990)
(millions of dollars)

COMPANY	INV.\$	LOCATION	PRODUCT	CAPACITY	YEAR
Ford	300	Chihuahua	4c motors	400,000	1983
	500	Hermosillo	cars	130,000	1986
	300	retooling	cars	170,000	1990
	<u>1,100</u>				
Volkswagen	245	Puebla	radiators	250,000	1979
	60	Puebla	chassis		1979
	270	Puebla	4c.motors	300,000	1982
	<u>575</u>				
General Motors	350	Ramos Arizpe	4c motors	400,000	1982
			cars	100,000	1982
Chrysler	135	Ramos Arizpe	4c motors	270,000	1982
	80	expansion		130,000	1984
	<u>215</u>				
Nissan	220	Aguascalientes	4c motors	750,000	1983
TOTAL	2,460				

Source: Estudios sobre el sector externo mexicano, Eduardo Gitli.

Additionally, a large end user of auto parts and of maintenance equipment is represented by distributors and workshops (see Table 2). There are an estimated 50,000 shops throughout the country, 20,000 of which are concentrated in Mexico City. Additionally, the large car manufacturers all have several distributors throughout the country, most of which also act as specialized workshops for their brand cars. Following is the number of distributors by company:

Volkswagen	300
Nissan	160
Chrysler	140
Ford	110
Chevrolet	80
TOTAL	790