

Automobile Manufacturers Association of Canada argues that they cannot meet this target because of unhindered Korean competition in the Canadian market.⁸

There are a number of variables that could influence the market outlook to 1988 and there are a number of assumptions that could be made regarding various potential import penetration levels. For the purposes of this analysis forecasts made by Data Resources Inc., the U.S. Department of Commerce and the Department of Regional Industrial Expansion have been utilized. These forecasts exhibit a range of pessimism or optimism which reflects assumptions respecting GNP growth and inflation during the period as well as the extent of the slowdown in economic activity in 1986. These forecasts track closely the 1985/88 sales projections of the Motor Vehicle Manufacturers Association.

⁸ News from JAMA Canada Japan Automobile Manufacturers Association of Canada, October 22, 1985.