

the Toyota name. Toyota has also announced that it will begin assembling automobiles in Canada at an annual volume of 50,000 units. Thus by 1988 Japanese companies will be producing some 1.5 million units in North America either in joint ventures or in their own plants. Hyundai has announced that it will establish a plant in Canada to assemble 100,000 automobiles annually.

Also of significance to the activity of off-shore producers in North America are the investments by United States vehicle manufacturers in foreign firms. Nearly all United States manufacturers own a substantial share of one or more automobile companies in Pacific Rim Countries. General Motors has a strong interest in Isuzu and Susuki as well as the joint California venture with Toyota. In addition, General Motors owns a fifty per cent interest in Daewoo Motors in South Korea. Ford owns a twenty-five per cent interest in Mazda Japan and has a considerable interest in Hyundai in South Korea. Ford owns seventy per cent of Ford Lio Ho Motor Company Limited of Taiwan. Mazda announced recently that it will design a small car for Kia Motors of Korea and Ford (U.S.) would take charge of marketing particularly to the United States.⁴ Chrysler will have a 24 per cent interest in Mitsubishi by 1986. As further evidence of the internationalization of the industry American Motors Corporation is 46 per cent owned by Régie Nationale des Usines Renault of France. All four United States companies, as well, have interests in automobile or truck producing companies in other parts of the world.

⁴ Business Korea, August 1985, Vol. 3 No.2, p.55