

4. END USERS

The most important end users of auto parts in Mexico are the automobile and truck manufacturers. According to Industria Nacional de Autopartes (INA), in 1989 more than 55% of total local production of auto parts went to this industry, 28% to the local aftermarket and 17% to exports.

The following table lists the largest automobile and truck manufacturers in Mexico with the number of units sold by each during 1987, 1988 and 1989:

	1987 CARS	1987 TRUCKS	1988 CARS	1988 TRUCKS	1989 CARS	1989 TRUCKS
Chrysler	23,464	16,535	48,732	31,330	56,952	36,393
Ford	16,524	17,448	32,001	29,717	47,801	39,418
General Motors	14,444	26,460	15,284	32,441	22,876	49,579
Nissan	49,064	21,163	60,247	24,351	69,855	25,766
Volkswagen	50,631	5,980	53,802	6,903	77,021	9,008
Dina		3,047		2,268		4,273
Other	25	1,438		2,092		2,972
TOTAL	154,152	92,071	210,066	129,102	274,505	167,409

Source: Asociación Mexicana de la Industria Automotriz

These firms operate a total of 15 plants in Mexico, of which 10 are American, 2 German and 3 Japanese. These 100% foreign owned firms produce automobiles, trucks and motors.

According to the Mexican Association of Automobile Industry (AMIA), total sales of cars, trucks, tractor trucks and buses for the local market reached 445,863 units, 30.4% more than in 1988 and 80% over the volume placed in 1987. During the first six months of 1990, sales increased 14% as compared to the same period in 1989. This volume of sales represents the third consecutive year of expansion and 1989 was the best year ever for the automobile industry, with a total of 642,000 units sold, considering national and foreign sales. An average of 53,000 vehicles have been sold per month in the internal and external markets during 1990.

Total market participation by company during 1989 was as follows:

	CARS	GASOLINE TRUCKS	DIESEL TRUCKS
Nissan	25%	16%	
Chrysler	21%	23%	
Ford	17%	25%	
Volkswagen	28%	6%	
General Motors	8%	31%	
Dina			52%
Famsa			30%
Kenmex			16%
Other			1%