MULTINATIONAL ACTIVITIES OF MAJOR U. S. AUTOMOTIVE PRODUCERS Volume II -- Data on Foreign Facilities and Operations<br>\[ \begin{gathered} Robert C. Ronstadt<br>William Casey<br>J.P. Jeannet<br>John Marthinsen<br>Robert Whorf \end{gathered} \]

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16. Absiroc

The multinational activities of General Motors, Ford, Chrysler, and American Motors are documented and analyzed. The study consists of this and four other volumes. Volume $I$ is a summary of the four main volumes. In Volume III, the research, development, and engineering activities abroad are analyzed. Volume IV provides a preliminary assessment of the technology transfers within each U.S. multinational producer. Volume $V$ examines the diffusion of production and sales operations abroad; the timing and location of these investments are shown consistent with the Product Life Cycle Theory of International Trade and Investment.

## Dept. of Transportation

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## FORFWORD

The ohjective of Volume II is to present data gathered from several sources, puhlic and private, about the mulitnational activities of the four major U.S. automotive producers. No attempt is made to interpret or analyze the data in this report.

However, Volumes III, IV, and V provide evaluations of several aspects of multinational activity of the U.S. automotive producers. Volume III focuses on research, development and engineering activities abroad. Volume IV provides a preliminary analysis of the international patterns of technological innovation and transfer. Volume $V$ analyzes the diffusion of production and sales operations abroad.

The topics covered in Volumes III, IV, and V indicates the kinds of data collected for volume II. First, a considerable amount of data are presented on the worldwide research, development, and engineering activities of the major U.S. producers. Much of this data is either unavailable or not available readily from other public sources. Second, data are provided on the location and extent of production operations abroad as of 1976/1977. Third, similar data are provided for sales and marketing activities abroad. Again, comprehensive data on these topics were not available readily nor presented in a single source. Fourth, Part Two of Volume II provides data on production and sales abroad that are aggregated for General Motors, Ford, and Chrysler Corporation. These data are for several variables (sales levels, employment, ownership, etc.) classified generally by either primary activity
(sales and manufacturing) or geographic location. They are published for the first time.

Although the data come partly from company
published sources and interviews with managers of General Motors, Ford, Chrysler, and American Motors, the reader should not infer that the four U.S. producers officially endorse the data contained in this report.


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PART ONE

DATA FOR EACH MAJOR U.S. AUTOMOTIVE PRODUCER ON ITS RESEARCH, DEVELOPMENT, ENGINEERING (RD\&E), PRODUCTION AND SALES OPERATIONS AND FACILITIES ABROAD: GENERAL MOTORS CORPORATION, FORD MOTOR COMPANY, CHRYSLER CORPORATION AND AMERICAN MOTORS CORPORATION

## SUMMARY

Data are provided from public and private sources on three aspects of multinational involvement for General Motors Corporation, Ford Motor Company, Chrysler Corporation, and American Motors Corporation. The three aspects are:
l) research, development, and engineering activities abroad;
2) production activities abroad;
3) sales activities abroad.

For all three activities the data focus primarily on automotive operations related to passenger vehicles. In some instances the data include other business activities abroad besides passenger vehicles because it was not feasible or possible to separate them.

In Part One, the data emphasize the foreign operations of General Motors and Ford. The reason for this emphasis is that the foreign operations of these two multinationals are considerably more extensive than the foreign activities of either Chrysler Corporation or American Motors Corporation.

Also, the data are not completely homogeneous or comparable across the four companies. This is particularly true for the data on research and development (R\&D) operations abroad because interviewees had different interpretations about what should be included as R\&D activity.

Where possible, we have tried to report both a narrow estimate of R\&D activities and a broader definition (RD\&E) that includes engineering and design activities that result, according to company sources, in new or improved products and processes.

In general, however, the data on R\&D abroad for General Motors favors the broader definition, (i.e. RD\&E), while similar data for Ford uses the narrower interpretation that is designated simply as R\&D.

Unless otherwise noted, data on the foreign production and sales operations of the four U.S. producers include only consolidated, majority-owned affiliates. Consequently, minority-owned subsidiaries with manufacturing or assembly operations are excluded as are non-consolidated, independent foreign dealerships from the sales data.

Also, unless otherwise noted, the terms
"abroad, foreign, or overseas" refer to operations outside the United States and Canada. This interpretation should not be construed as any slight to our Canadian friends on our part, but simply the way the U.S. automotive producers consolidate data for North American operations.

In Part Two, the data come from the databank of the Harvard Business School's Multinational Enterprise Project. Special programs were written to access the data for General Motors, Ford, and Chrysler Corporation and to foremat the data for variables related to principal activity, location, size, ownership, markets, etc.

AMC is omitted since its multinational diffusion is considerably limited, especially relative to the other three U.S. automotive producers.

In every exhibit, the data represent the number of foreign subsidiaries for various variables. For example, Exhibit $l$ of Part Two shows the number of foreign subsidiaries "alive" (still operating) in 1976 for several different activities (manufacturing, sales, etc.)

The term "latest" refers to 1976.

The term "at entry" refers to when subsidiaries joined their respective multinational systems.

The term "existed" refers to when subsidiaries left the multinational system.

The term "other" refers generally to nonmanufacturing and non-sales subsidiaries that are essentially financial subsidiaries or subsidiaries established for parts distribution and warehousing.

The term "unknown" refers mainly to extremely
small sales subsidiaries with sales of less than $\$ 1$ million, according to the Harvard Project's data coordinator.

Finally, please note that subsidiaries under the R\&D category register zero in all exhibits of Part Two. The zero result means no subsidiary has been created or acquired abroad whose sole or primary purpose is to peform research and development. This conforms with our findings discussed in the Report on the Evaluation of R\&D Abroad (Report \#2). Separate subsidiaries have not been formed by the major U.S. automotive producer, though U.S. multinationals in other industries have created them, for R\&D purposes. However, other data from our research and the HBS databank show R\&D has been performed abroad within (and secondary to) subsidiaries established primarily for manufacturing purposes.
l. GENERAL MOTORS CORPORATION
1.1 RESEARCH, DEVELOPMENT, AND ENGINEERING ABROAD

By 1977, General Motors had eleven ongoing RD\&E operations in nine countries besides the United States.

Data are provided in Exhibits A-1 through A-16 which identify the approximate magnitude, composition, location, purpose and nature of RD\&E performed abroad by General Motors by the end of 1977. Also, data are included on several other variables related to $R \& D$ operations abroad.

Exhibits A-17 through A-25 present organizational charts of the principal foreign subsidiaries with RD\&E capability.


# Exhibit A-2 <br> General Motors Corporation <br> Sales, Net Income, \& R D\&E Expenditures in 1976 <br> (In millions of dollars) 

|  | $\frac{\text { Total }}{}$ | $\frac{\text { U.S. }}{47,181}$ | 39,785 | $\frac{\text { Canada }}{5263}$ |
| :--- | ---: | ---: | ---: | ---: |

*Includes intercompany sales of $\$ 5362$.
Source: Private interviews with company officials and consultant's calculations.

| Exhibit A-3General Motors Corporation |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |
| R D\&E Expenditures as a Percentage of Sales and Net Income |  |  |  |  |
| In 1976 Classified by Geographic Area |  |  |  |  |
| R D\&E As a Per Cent of Sales |  |  |  |  |
|  | Total | U.S. | Canada | Other Abroad |
| \% R D\&E | 2.7 | 2.4 | insignificant | 3.7 |
| R D\&E As a Per Cent of Net Income |  |  |  |  |
|  | Total | U.S. | Canada | Other Abroad |
| \% R D\&E | 43 | 41 | 7. | 79 |

Source: Consultant's calculations.

## Exhibit A-4

General Motors Corporation
The Geographic Location of Research and Engineering Facilities in 1976 In thousands of square feet
Worldwide
Research \&
Facilities
U.S.-Based

Research \& Engineering 14,306 77\%
Facilities

Foreign-Based
Research* and Engineering Facilities
*effectively none.
Source: 1976 loK

|  |  | Exhibit |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  | 1 Motors | ration |  |
|  | Research | Enginee | aciliti |  |
|  | ( In | sands of | re Feet) |  |
|  | Worldwide | U.S. | Canada | Other Foreign |
| 1976 | 18,646 | 14,306 | 204 | 4136 |
| 1975 | 18,289 | 14,266 | 204 | 3819 |
| 1974 | 17,818 | 13,903 | 167 | 3748 |
| 1973 | 17,391 | 13,607 | 216 | 3568 |
| Sourc | 10K's Gener | Motors, | (Prope |  |

## Exhibit A-6

General Motors Corporation

## Research and Engineering Facilities <br> Percentage Analysis

|  | Worldwide | U.S. | Canada | Other Foreign |
| :---: | :---: | :---: | :---: | :---: |
| 1976 | 100\% | 77\% | 1\% | 22\% |
| 1975 | 100\% | 78\% | 1\% | 21\% |
| 1974 | 100\% | 78\% | 1\% | 21\% |
| 1973 | 100\% | 78.3\% | 1.2\% | 20.5\% |

Source: Consultant's calculations based on data
in 1973-1976 lok's.

# Exhibit A-7 <br> General Motors Corporation <br> The Geographic Distribution of Facilities Abroad Used for Research and Engineering in 1976 <br> (Excludes Canada) 

In Thousands of
Square Feet
\% Abroad
$\begin{array}{ll}\text { Total "Overseas" } & \\ \text { Research and } \\ \text { Engineering Facilities } & 4136\end{array}$

Estimated
A) Europe
2689
65\% GM Ltd.
B) Latin America
620
$15 \%$
C) Australia and Far East 620
15\% Holden
only
D) Middle East and
S. Africa 207
5\% S. Afr. only

Source: "Total" figure from G'M's 1976 lok. Area estimates from company interviews.

## Exhibit A-8

General Motors Corporation
Estimated Worldwide R D\&E Expenditures for 1977 and their General Composition
Millions \$ ..... \%
1977 Total ..... $\$ 2000$ ..... 100\%
Fundamental Research ..... 75 ..... 4
Applied Research and Development and Engineering for fuel economy, ..... 1750 ..... 87emission control, safetyOther DevelopmentEngineering and Design1759

Source: Company interviews.

# Exhibit A-9 <br> General Motors Corporation <br> Estimated Research, Development and Engineering Performed Abroad by General Motors in 1976 

millions
Est. \$
\%

| Total R D\&E Performed <br> Abroad | 276 | $100 \%$ |
| :--- | ---: | ---: |
| Research Abroad* 14 <br> Development Abroad  <br> Engineering Abroad 124 <br> Design Abroad 97 <br> Environmental Activities <br> Abroad 41 | $45 \%$ |  |

*Contract out all Research work abroad in Germany.

Source: Company interviews.

## Exhibit A-10 <br> General Motors Corporation

Total R D\&E Abroad

Research Development* Engineering*

1 year or less 0
1 to 4 years $90 \%$
$100 \%$
] $100 \%$
4 to 8 years $10 \%$

* A considerable amount of development and engineering wort is one year or less; however, new product work is tied to longer model cycle.

Source: Company interviews.

## Exhibit A-ll <br> General Motors Corporation

## The Classification of Worldwide $R$ D\&E Abroad in

 1976 by Primary Type of Activity

Source: Company interviews.

## Exhibit A-12

General Motors Corporation Nature of GM's RD\&E Abroad

Of Total RD\&E Performed Abroad, Does GM perform RD\&E on: (yes or no)
(1) Downsizing for fuel economy:
yes
(2) Combustion processes and alternative fuels:
yes
(3) Conventional Engine Studies: yes
(4) Energy Conservation Plant and Process Engineering:
yes
(5) Alternate Engine Studies: Mostly all U.S.

Source: Company interviews.

## Exhibit A-13

## General Motors Corporation

## R D\&E Abroad for Alternate Power Plants

Any $R$ D\&E Performed
Abroad by GM?
(1) Jet-ignition stratified charge engine.

All U.S. but not really significantly different technology to be called "alternate".

All U.S. but not really significantly different technology to be called "alternate".

All U.S. - none abroad.

Yes: Germany (in-house) and Japan (Isuzu)

Yes: Taiwan - tech exchange program with Taiwanese government.

Yes: Brazil (in-house).
None abroad.

Source: Company interviews.

Exhibit A-14

## General Motors Corporation

## Estimated R D\&E Expenditures Abroad in 1976

R D\&E Abroad for:
As \% of 1976 Total R D\&E Abroad
A) Emission Control
B) Safety
C) Fuel Economy
D) Alternate Power Plants
E) Other (explain) $15 \%$
Appearance, Styling, etc.
*Interviewees found it difficult to estimate amounts for items A - D because they are interrelated and hard to disaggregate.

Source: Company interviews.
Exhibit A-15
General Motors Corporation
Location of RD\&E Performed Abroad in 1977: Primary Purpose, Primary User, Time Horizon, and Nature

| Primary Purpose | Primary <br> User(s) | Time Horizon and Nature of R D\&E Work |
| :---: | :---: | :---: |
| Mainly Process Adaption | National Market | Nearly all work is short-term (one year or less). All work is in support of existing business. |
| Same, but undergoing transition -some new product work <br> -alternative engine work | National Market | Same as above except for product work which is on four-year cycle. |
| Mainly Process Adaption | National Market | Nearly all work is short-term (one year or less). All work is in support of existing business. |
| Mainly Process Adaption | National Market | Same as GM Mexico |

Exhibit A-15 (continued)
General Motors Corporation
Location and Selected Characteristics of RD\&E Performed Abroad in 1977:

| Name and Location <br> of R D\&E Activity | Primary Purpose |  | Primary <br> User(s) |  |
| :--- | :--- | :--- | :--- | :--- |

Exhibit A-15 (continued)
General Motors Corporation
The Location and Selected Characteristics of RD\&E Performed Abroad in 1977
Time Horizon and Nature of RD\&E Work Most work is short-term (one
Majority of product work within four year model cycle and totally in support of existing business.
Same as above (GM Germany)
Exhibit A- 15 (continued)
General Motors Corporation
The Location and Selected Characteristics of R D\&E Performed Abroad in 1977
Same as above.
National Market
Same as above.
Company interviews.
Source:
Exhibit A-16
General Motors Corporation
The Location of RD\&E Performed Abroad in 1977: Form of and Reason for Establishment

quired with assembly
quired Expanded with
start of manufacturing
рә7ле7s uot7depe 7onpoxd
with component mfg.
Yes

$$
\begin{aligned}
& \text { Yes } \\
& \text { Yes } \\
& \text { Yes }
\end{aligned}
$$

Created
Created
Created
Source: Company interviews.
Exhibit A-l6 (continued)

## General Motors Corporation


R D\&E Activity
Created or Acquired
Acquired
Created
Company interviews.
Source:
Exhibit A-16 (continued)
General Motors Corporation
The Location and Selected Characteristics of R D\&E Performed Abroad in 1977
Process adaptation required with start-up of assembly and manufacturing work. Activities maintained and and improved products for German market. Activities maintained and expanded to develop new and improved products for U.K. market.
Yes
Yes
0
0
$\sim$
Name and Location
of $R$ D\&E Activity
R D\&E Activity
R D\&E Activity

| Associated with |
| :---: |
| Manufacturing | created or Acquired

Created
Acquired
Acquired
\#9 GM United Kingdom Vauxhall
\#7 GM France
\#8 GM Germany
Adam Opel

Source: Company interviews.
Exhibit 16 (concluded)

## General Motors Corporation

The Location and Selected Characteristics of R D\&E Performed Abroad in 1977
Process adaptation required with start of components manufacturing.

$$
\begin{aligned}
& 1 \\
& 0 \\
& 0 \\
& 0 \\
& 0 \\
& 0 \\
& 0 \\
& 0 \\
& 0 \\
& 0 \\
& \tilde{Z} \\
& 0 \\
& 1
\end{aligned}
$$

Yes
R D\&E Activity Associated with
Manufacturing
Yes
R D\&E Activity
Created or Acquired
Created
Acquired
Company interviews.

\#l0 GM United Kingdom
\#ll GM United Kingdom
Sources:

GENERAL MOTORS DO BRASIL S. A.


AUTOMOTIVE COMPONENTS - EUROPE ENGINEERING Exhibit A-19 | $\substack{\text { OMAECTOR OF } \\ \text { ENGINEEAING } \\ \hline \\ \hline}$ |
| :--- |


GENERAL MOTORS HOLDEN'S PTY. LTD. engineering department
CHIEF ENGINEER
Exhibit A-20

ADAM OPEL A.G.

ADAM OPEL A. G.


GENERAL MOTORS SOUTH AFRICAN (PTY.) LIMITED
Exhibit A-23


Ointenmational seavice pehsonnel (ispl - us. source
Øinte Rational seivice pehionitel (ISP) - foreign souace
general motors de venezuela s.A.

VAUXHALL MOTORS LIMITED
Exhibit A-25


## 1.2

 PRODUCTION ABROADBy 1977, General Motors had 41 production facilities located in twenty countries for passenger vehicles that were wholly or majority-owned outside the United States. Data are provided in Exhibit B-l which identify the location, name, and principal purpose of production operations established abroad by General Motors by the end of 1977.

In addition, minority-owned production activities are also conducted in Iran, Kenya, and Japan (Isuzu).

Exhibit B-2 attempts to place these numerous production operations in perspective. It shows that the vast majority of GM's production abroad for passenger vehicles is located in four countries. And the German subsidiary Adam Opel A.G. alone is larger than the others combined.

# Exhibit B-1 <br> General Motors Corporation <br> Location and Purpose of Production <br> Operations Abroad 

Name and Location of
Production Activities

## Argentina

GM Argentina S.A.

1. Buenos Aires
2. San Martin

Australia
GM - Holden's Lmt.
3. Adelaide
4. Brisbane
5. Dandenong
6. Elizabeth
7. Melbourne
8. Perth
9. Sydney

Belgium
GM Continental
10. Antwerp Assembly (2 plants)

Brazil
GM do Brasil S.A.
11. Sao Paulo
12. San Jose

Manufacturing
Manufacturing
Assembly
Manufacturing
Manufacturing
Manufacturing
Assembly
Assembly

Assembly

Name and Location of Production Activities

Purpose

Chile
GM Chile S.A.
13. Arica

England
GM Limited

> 14. Dunstable
15. Liverpool
16. Southampton

## Vauxhall Motors Limited

19. Dunstable
20. Ellesmere Port
21. Luton, Bedfordshire

France
GM France
22. Gennesvilliers Manufacturing

## GM Strasbourg

23. Strasbourg

Manufacturing
Assembly

Manufacturing
Manufacturing
Manufacturing

Manufacturing
Manufacturing

Manufacturing

## Exhibit B-1 (continued)

## General Motors Corporation

Name and Location of
Production Activities
Purpose

West Germany
Adam Opel A.G.
24. Bochum
25. Kaiserslauter
26. Russelsheim au Main

GM Deutschland Gmbh
27. West Berlin

Ireland
GM Ireland Limited
28. Dublin

Malaysia
GM Malaysia Sendirian
29. Berhad Manufacturing

## Mexico

GM de Mexico S.A. de C.U.
30. Mexico D.F.
31. Toluca

Manufacturing
Manufacturing
Manufacturing Manufacturing

Manufacturing

Assembly only

Manufacturing

Exhibit B-1 (continued)

## General Motors Corporation

Name and Location of Production Activities

Purpose

## New Zealand

GM New Zealand Lmt.

```
32. Wellington
Assembly only.
```


## Philippines

GM Philippines, Inc.
33. Manila

Assembly only
GM Philippines Manufacturing Corp.
34. Manila

Manufacturing
Portugal
GM de Portugal, Limitada
35. Azambuja Assembly only

South Africa
GM South African Pty. Ltd.
36. Port Elizabeth

Manufacturing

## Exhibit B-1 (continued)

## General Motors Corporation

Name and Location of
Production Activities

Switzerland
GM Suisse S.A.
37. Bienne Assembly only

Thailand
Bangchan General
Assembly Co., Ltd. (60\% GM)
38. Bangkok Assembly only

Uruguay
GM Uruguaya S.A.
39. Montevideo Assembly only

Venezuela
GM de Venezuela, C.A.
40. Caracas

Manufacturing
Zaire
GM Zaire S.A.R.L.
41. Kinshasa

## Exhibit B-2

## General Motors Corporation

National Locations and Output of Principal Production
Operations Abroad of Passenger Cars

$$
1972-1976
$$

Passenger Cars
Country

Produced and Assembled
$\frac{\text { Output }}{\text { Year } 000 \text { s units }}$

| 1) Australia GM-Holden | Gemini | 1976 | 130 |
| :---: | :---: | :---: | :---: |
|  | Holden | 1975 | 138 |
|  | Torana | 1974 | 185 |
|  | Statesman | 1973 | 200 |
|  |  | 1972 | 189 |
| 2) Brazil GM do Brasil | Opala | 1976 | 181 |
|  | Comodoro | 1975 | 173 |
|  | Chevette | 1974 | 181 |
|  |  | 1973 | 143 |
|  |  | 1972 | 102 |
| 3) England Vauxhall | Chevette | 1976 | 198 |
|  | Viva | 1975 | 201 |
|  | Magnum | 1974 | 250 |
|  | Vauxhall VX | 1973 | 259 |
| 4) Germany Adam Opel | Kadett | 1976 | 922 |
|  | Manta | 1975 | 686 |
|  | Ascona | 1974 | 592 |
|  | Rekord | 1973 | 845 |
|  | Commodore Diplomat | 1972 | 904 |
| All Other Sources |  | 1976 | 204 |
|  |  | 1975 | 178 |
| Includes units manufactured by Isuzu for G.M. |  | 1974 | 162 |
|  |  | 1973 | 145 |
|  |  | 1972 | 123 |

1. 3 SALES AND MARKETING ABROAD

General Motors sells its passenger cars in most of the world's nations. However, these sales occur through a system of independent dealerships in many countries which import the final product from GM subsidiaries in other countries.

Sales attributable to operations outside the United States and Canada were nearly $\$ 7.5$ billion in 1976 and represented an estimated $12 \%$ of GM's total net income. (see Exhibit C-1).

Exhibit C-2 shows a geographic breakdown of sales abroad.

By 1977, General Motors had marketing and/or sales operations for passenger vehicles in 28 countries besides the United States and Canada. The data provided in Exhibit $C-3$ identify the location of these national sales operations established abroad by General Motors by the end of 1977.

No data were available about the physical size of sales and marketing activities alone. However, Exhibit C-4 presents data for the physical space occupied by both administrative and sales offices for 1976. The percentage of foreign space for administration and sales of total space (at $20 \%$ ) is equal to the percentage of foreign-to-total sales.

# Exhibit C-l <br> General Motors Corporation Net Sales and Income Attributable to Operations Outside of the United States and Canada 

Net Sales Abroad*
\$ millions

Estimated Net Income Abroad
\% of Total Net Income
$1973 \quad 5,779$

1976

1975

1974

1972

7,495 $12 \%$

7,227
$6 \%$

5,969

4,741
8
*Before elimination of transfer: sales.

Source: GM's 1976 l0K.
Exhibit C-2General Motors CorporationSales Abroad by Geographic Region
In millions
of \$

$\square$Total Abroad*$\$ 7,495$100
Europe 5,023 ..... 67
Australia, New Zealand and East Asia 1,039 ..... 14
Latin America 1,326 ..... 18
Middle East and Africa ..... 231 ..... 3
*Excludes Canada and after eliminating inter-area sales of $\$ 124$ million.
Source: GM's 1976 Form lok.

## Exhibit C-3 <br> General Motors Corporation <br> Location of National Sales Headquarters Abroad

Country
Argentina
Australia
Austria
Belgium
Brazil
Chile England
Finland
France
Germany
Italy
Ireland
Luxembourg
Malaysia
Mexico
New Zealand
Norway
Philippines
Portugal
Scotland
South Africa
Sweden
Switzerland
Thailand
Uruguay
Venezuela
Zaire

## City

Buenos Aires
Melbourne
Vienna
Antwerp
Sao Paulo
Santiago
London
Helsinki
Paris
Russeleheim
Rome
Dublin
Luxembourg
Singapore
Mexico City
Wellington
Oslo
Manila
Lisbon
Edinburgh
Port Elizabeth
Stockholm
Geneva
Bangkok
Montevideo
Caracas
Kinshasa
Exhibit C-4General Motors Corporation
Administration and Sales Officesin 1976
In 000 s of
Square Feet\%
Worldwide 31,687 ..... 100
U.S. 24,303 ..... 76
Canada 1,131 ..... 4
Other Foreign 6,253 ..... 20

## 2. FORD MOTOR COMPANY

2.1 RESEARCH, DEVELOPMENT, AND ENGINEERING ABROAD

Ford Motor Company's total worldwide expenditures for $R$ D\&E from 1972 to 1976 are shown in Exhibit $A-1$ along with calculations of $R$ D\&E's relative intensity.

An estimate of the $R$ D\&E performed abroad is shown in Exhibit A-2 for both automotive and non-automotive operations.

Exhibit A-3 shows an estimate of automotive $R$ D\&E performed abroad in 1976. Exhibit A-4 calculates the relative intensity of automotive $R$ D\&E performed in the United States/Canada and abroad.

Exhibits A-5 and A-6 show estimates for research and development activities performed in the United States and abroad that excludes engineering and design activities. Exhibits A-7 through $A-10$ use this same definition of R\&D to estimate the composition and time horizon of $R \& D$ performed abroad and in the United States (for comparative purposes).

Ford's overseas operations are organized regionally. Ford of Europe, Inc., with offices at Warley,
near London, was created in 1967; Ford Latin America, S.A. de C.V. was formed in Mexico City in 1974; Ford Asia-Pacific, Inc., headquartered in Melbourne, Australia, was founded in 1970; and Ford Mideast and Africa, Inc., was established in 1975 with headquarters in Dearborn, Michigan. However, in only one of the four overseas organizations, Ford of Europe, is research and development performed under the narrow definition. Elsewhere, R\&D is insignificant either quantitatively or qualitatively.

According to one interviewee, some R\&D is conducted in Latin America and in Australia; however, of the \$7 million spent abroad by Ford on R\&D in 1976, less than $\$ 100,000$ was spent in Latin America and only $\$ 300,000-$ $\$ 400,000$ in Australia. Research and development in Latin America concerns primarily the determination of what components (e.g. emission control features) can be taken off before marketing the vehicle in the particular target country in question. The same is essentially true in Australia; R\&D is not conducted independently, but rather is done within established engineering groups. No research and develcpment is conducted by Ford Mideast and Africa, Inc. which is primarily engaged in developing new manufacturing locations in the area.

On the other hand, Ford's R\&D efforts in Europe are important, the quality of which is reflected in Exhibits A-ll and A-l2.

The subdivision of R\&D facilities in the Ford organization is based on mission. Thus, three distinct facilities are located in England and Germany supporting car production, truck production, and manufacturing.

All three R\&D facilities were established abroad during the mid-l960's to perform R\&D activities expressly for the European market. This essentially remains their function today, although to a limited extent new products and processes are being developed by these facilities for simultaneous application in the North American market.

Within the Ford organization, a Product Development Group of Europe exists which includes all of the car product engineering personnel of Europe (line as well as staff), product planning as well as design. Each of these activities is headed by a Ford of Europe Vice President who reports to the Vice President of Product Development, who is also a Vice President of the parent company. These line activities are supported by a controller's office and a personnel office. Working on the component system basis, the operation is divided between the twin Design and Engineering Centers at Dunton, Essex in England (near London), and at Cologne in Germany, plus a 630 acre proving ground near Lommel. A highly developed communication network links all activities and there are sufficient facilities to engineer cars for any territory in the world. l

Within these facilities in 1976 , there was a total of approximately 3000 staff and about 1600 hourly paid employees.
${ }^{1}$ Public Affairs Staff, Ford Motor Company, Brentwood, Essex, Great Britain, Ford Product Development in Europe, 1976, p. 3.

All of these personnel were not involved on a day-to-day basis with research and development as narrowly defined. If production and product engineering, product testing and related technical activities are excluded, then only approximately 10 per cent of those line and staff personnel cited above, were engaged strictly in R\&D work. The following approximations are instructive:

R \& D Employment ${ }^{1}$ in 1976
Total number of R\&D workers---------------1608
Number of R\&D workers in U.S./Canada-----1440
Number of R\&D workers abroad------------- 168
R\&D workers for passenger cars in U.S.---1410
R\&D workers for passenger cars abroad---- 165

Ford's Research and Engineering Center at Dunton, Essex was opened on October 12, 1968. Activities at Dunton ${ }^{2}$ include advanced research in the fundamentals of fuels, lubricants and combustion, in physics and chemistry of materials and in the design of advanced components and structures. ${ }^{3}$
$l_{\text {derived }}$ from personal interviews at Ford Motor Company. See Exhibits A-13-15 for summary of R\&D and RD\&E employment abroadi.

Since the research and engineering centers at Dunton and Cologne are twin facilities, a detailed description of the latter is not deemed necessary.
${ }^{3}$ Press Office, Ford Motor Company, Limited, Brentwood, Great Britain, News Release, October 11, 1968.

In addition to housing facilities for styling cars and commercial vehicles, engine and transmission design, and body and electrical design engineering, the Center also containslaboratories in which wood, plastic and metal models or components are designed and performancetested. ${ }^{l}$

Included in the Center's 357,000 square foot floor area are:

1) a design building housing 165 design and product planning staff, with interior and exterior advanced studios, showroom and fabrication workshops, and a spacious open-air viewing court - large enough to contain simulated roads and street backgrounds -for visual assessment of future products.
2) main workshops, where laboratory facilities subject engines, bodies, suspensions, steering systems, brakes and interior trim materials to life-time durability and performance evaluations.
3) test fleet workshops, where up to 300 prototype cars and trucks are tested before release to production areas. ${ }^{2}$
${ }^{1}$ Press Office, Ford Motor Company Limited, Brentwood, Great Britain, News Release, October ll, 1968.
${ }^{2}$ Ibid.

As of December, 1976, a variety of important research projects were under way at Ford's Dunton facility, including on-board computer control of the entire combustion process, investigations into structural plastic materials, electronic instrument display modules, and, for particular application to pressures in Europe (where gasoline is still over three times its price in the U.S. in "real" terms), lightweight body structures and improved aerodynamics to conserve fuel. Since advanced suspension systems have also been high on the list of European market requirements, work in this field has been similarly active. ${ }^{l}$

Although Ford's R\&D managers abroad at Dunton and elsewhere do enjoy considerable decisionmaking autonomy, they are not totally free to determine R\&D assignments or to allocate $R \& D$ resources as they see fit. There is direction from Dearborn and this is particularly true of important projects. European R\&D managers do have, of course, considerable latitude in operating within Dearborn directives; they may revise program specifics or modify program objectives after work has begun. ${ }^{2}$
${ }^{1}$ Public Affairs Staff, Ford Motor Company, Brentwood, Essex, Great Britain, Op. Cit., p. 4
${ }^{2}$ derived from personal interviews at Ford Motor Company.

In some R\&D projects, a strong interchange exists between domestic $R \& D$ personnel and overseas R\&D personnel; however, in other project areas, there is no interchange or very little. This interchange takes place in a variety of ways including telephone conferences, the movement of personnel back and forth on a regular basis, the creation of special task forces and the sponsorship of technical workshops attended by both domestic and foreign R\&D personnel at which technical papers are read and discussed.

Also, Ford has a well-organized technical information exchange (between U.S. operations and overseas operations) to assure that everyone who should know, does know what's going on. The company annually updates their R\&D want list -- the current list includes about 300 line items. Each line identifies an area/item of need including specific objectives/targets sought. Ideas and proposals for R\&D projects are invited, and decisions are made in the U.S. on which projects are funded. The company also compiles a manual of all internal R\&D projects (worldwide) to facilitate information exchange about who's doing what. The manual includes names and addresses of all project leaders. Technical exchange workshops (on various topics) are held four to six times per year. The R\&D want lists and R\&D project manuals are confidential documents.

## Exhibit A-1

## FORD MOTOR COMPANY

Estimated RD\&E Expenditures as Percentage of
Sales and Income before Income Taxes
1972-1976 ${ }^{1}$

| Year | $\begin{gathered} \text { R D\&E } \\ \text { (millions of } \$ \text { ) } \end{gathered}$ | $\begin{aligned} & \text { RD\&E As } \\ & \text { \% of Sales } \end{aligned}$ | R D\&E AS \% of Income (Before Taxes) | R D\&E As \% of Net Income |
| :---: | :---: | :---: | :---: | :---: |
| 1976 | \$ 925 | 3.2\% | 53\% | 94\% |
| 1975 | 748 | 3.1 | 188 | 232 |
| 1974 | 825 | 3.5 | 149 | 252 |
| 1973 | 826 | 3.6 | 51 | 91 |
| 1972 | 621 | 3.1 | 37 | 71 |

$l_{\text {automotive and non-automotive }}$

Source: Ford Motor Company's Annual Report, private interviews with company officials, and consultant's calculations.

# Exhibit A-2 <br> Ford Motor Company Estimated RD\&E Performed in the United States/Canada and Abroad in 1976 

|  | Total | U.S./Canada | Abroad |
| ---: | ---: | :---: | ---: |
| Millions \$ | 925 | 722 | 203 |
| $\%$ | 100 | 78 | 22 |

*Automotive and non-automotive expenditures including engineering and design.

Source: Form 10K for 1976 plus interviews and consultants' estimate.

> Exhibit A-3
> Ford Motor Company

| Automotive | (in millions of $\$$ ) |  |  |
| :---: | :---: | :---: | :---: |
|  | Worldw Total | U.S./Canada | Other Abroad |
| Sales | 26,499 | 18,555 | 7,944 |
| Income Before <br> Income Taxes | 1,472 | 767 | 705 |
| R D\&E | 906 | 707 | 199 |

Source: Ford Motor Company's Annual Report, for automotive sales and income figures. Automotive R D\&E figures are from private interviews with company officials and consultant's calculations.

## Exhibit A-4 <br> Ford Motor Company

Estimated Automotive RD\&E Expenditures as Percentage of Sales and Income before Income Taxes

R D\&E As a Percent of Sales

|  | Total | U.S. / Canada | Other/Abroad |
| :---: | :---: | :---: | :---: |
| \% R D\&E | 3.4 | 3.8 | 2.5 |
| R D\&E AS | a Perc | me Before Income Taxes |  |
|  | Total | U.S./Canada | Other/Abroad |
| \% R D\&E | 62\% | 92\% | 28\% |

Source: Consultant's calculations.

```
    Exhibit A-5
Ford Motor Company
```

R\&D Expenditures in United States/Canada and Abroad as
Percentages of Total R\&D Expenditures, 1976
(excludes engineering activities)

|  | Expenditures <br> (millions of $\$$ ) | Percentage <br> Total R\&D Expenditures <br> (narrowly defined) <br> R\&D Expenditures in the <br> U.S./Canada <br> R\&D Expenditures Abroad |
| :---: | :---: | :---: |
|  | 91 | 100 |

Note: Includes non-automotive

Source: Private interviews with company officials and consultant's calculations.

> Exhibit A-6
> Ford Motor Company

Estimated R\&D Expenditures for Passenger Cars in
United States/Canada and Abroad as Percentage of Total R\&D
Expenditures for Passenger Cars, 1976
(excludes engineering)

> Expenditures (millions of $\$$ ) Percentage

| Total R\&D Expenditures <br> (narrowly defined) | 89.2 | 100 |
| :--- | :---: | :---: |
| R\&D Expenditures in the <br> U.S./Canada | 82.3 | 92.3 |
| R\&D Expenditures Abroad | 6.9 | 7.7 |

Source: Private interviews with company officials and consultant's calculations.

## Exhibit A-7

## Ford Motor Company

| Relevance for Passenger Cars, Performed Abroad, in 1976 |  |  |
| :---: | :---: | :---: |
| (Excludes Engineering Activities) |  |  |
|  | Expenditures (millions of \$) | Percentages |
| R\&D Performed Abroad | 6.9 | 100 |
| R\&D In Support of Existing Business | 6.9 | 100 |
| R\&D to Develop New High-Risk Business | 0 | 0 |

Note: R\&D in support of existing business is defined as any work related to the conventional internal combustion engine and/or work in areas where the organization has direct technology, production, and marketing experience.

R\&D to develop new high-risk business is defined as any work related to alternative engines or power sources or work in areas where the organization does not have direct technology, production, and marketing expeience.

Source: Private interviews with company officials.

## Exhibit A-8

## Ford Motor Company

Composition of R\&D Expenditures with Potential Relevance
for Passenger Cars Performed in United States/Canada, 1976
(excludes engineering activities)

|  | Expenditures <br> (millions of $\$$ ) | Percentage |
| :--- | :---: | :---: |
| R\&D Performed in U.S./Canada | 82.3 | 100 |
| R\&D in Support of Existing <br> Business | 70.3 | 85 |
| R\&D to Develop New High- <br> Risk Business | 12 | 15 |

Source: Private interviews with company officials.
Exhibit A-9
Ford Motor Company
Estimated Time Horizon or Period of Expected Commercializa-
tion of R\&D in Support of Existing Business with Potential
Relevance for Passenger Cars, Performed Abroad in 1976
(excludes engineering activities)
Expected Commercialization:\%
Within three years ..... 15
Between three and six years ..... 85
Beyond six years ..... 0

Source: Private interviews with company officials.

# Exhibit A-10 <br> Ford Motor Company 

Estimated Time Horizon or Period of Expected Commercialization of R\&D in Support of Existing Business with Potential Relevance for Passenger Cars, Performed in United States/ Canada in 1976
(excludes engineering activities)

## Expected Commercialization:

Within three years ------------------ 17.0
Between three and six years --------------- 62.5
Beyond six years -------------------------- 20.5

Source: Consultant's calculations based on company interview data.
Exhibit A-11

## Ford Motor Company

Location of R\&D Performed Abroad in 1977: Form and Reason of Establishment

Source: Personal interviews, Ford Motor Company and Public Affairs Staff, Ford Motor Company, Brentwood, Essex, Great Britain, Ford Product Development in Europe, 1976
Exhibit A-l2
Ford Motor Company
Location of R\&D Performed Abroad in 1977: Primary Purpose, Primary Type, User, \& Nature of R\&D

| Name and Location | Purpose | Type of |
| :--- | :--- | :---: |
| of R\&D Unit | of Unit | Unit | of R\&D Unit


Personal interviews, Ford Motor Company and Public Affairs Staff, Ford Motor Company, Brentwood, Essex, Great Britain, Ford Product Development in Europe, 1976.
Germany

# Exhibit A-13 <br> Ford Motor Company Estimated R\&D Employment, ${ }^{1} 1976$ <br> <br> (excludes engineering) 

 <br> <br> (excludes engineering)}

> Number of Workers
Percentage

| Total | 1608 | 100 |
| :--- | :---: | :---: |
| North American <br> Operations | 1440 | 89.5 |
| Abroad | 168 | 10.5 |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

Source: Personal interviews with the company.

# Exhibit A-14 <br> Ford Motor Company <br> Estimated RD\&E Employment, ${ }^{1} 1976$ 

|  | Number of <br> Workers | Percentage |
| :--- | :---: | :---: |
| Total | 13,600 | 100 |
| North American Operations | 9,000 | 66.2 |
| Abroad | 4,600 | 33.8 |
|  |  |  |
| $1_{\text {includes staff and hourly paid employees. }}$ |  |  |

Source: Personal interviews with the company and consultant's calculations.

```
Exhibit A-15
Ford Motor Company
RD\&E Employment -- Staff and Hourly Paid Workers, 1976
```

|  | Hourly <br> Paid |
| :---: | :---: |
| Staff $\quad$ Employees $\quad$ Total |  |


| Total | 8900 * | 4700 | 13,600 |
| :--- | :--- | :--- | :--- |
| North American <br> Operations | 5900 | 3100 | 9,000 |
| Abroad | 3000 | 1600 | 4,600 |

*Form loK, 1976
Source: Personal interviews with the company and consultant's calculations.

Ford maintains four overseas regional operations in Europe, Latin America and Asia-Pacific and the Mideast and Africa. Active manufacturing and assembly operations exist in all four regions. Exhibit B-l summarizes production operations for each region.

Ford in Europe dates back exactly 70 years; the first overseas branch of the company was opened in France in 1908. The first national company and assembly outside North America was established in Britain in l9ll. By 1976, 15 Ford national companies were operating in Western Europe, employing more than 145,000 people in automotive and tractor operations. Of these, eight national subsidiaries had 23 manufacturing and assembling locations throughout the region.

The first Ford branch in Latin America was opened in Argentina in 1913. By l976, six national companies, with more than 40,000 employees, conducted Ford automotive and tractor operations at 15 manufacturing and assembly locations in Latin America and in South Africa, which is included in Ford's Latin America region.

Ford's operations in the Asia-Pacific regions were established in 1909 with the opening of a branch in Australia. By l976, seven Ford companies engaged in automotive and tractor operations at ll manufacturing and assembly locations in the Asia-Facific region, em. ploying more than 19,000 people.

Exhibit B-2 indicates specific locations of manufacturing and assembly facilities for all overseas regions, and Exhibit B-3 identifies dealer assembly locations.

Ford's overseas facilities not shown in the tables above include a reconditioning plant in Ballarat, Australia and manufacturing plants of Richier, S.A. in France located at Charleville, Courbevoie, L'Horme, Lyon, Pont de Claix, Sedan and Villerbonne. Ford has owned Richier since 1972. Also, in Japan, a major manufacturing company, Japanese Automotive Transmission Company, is a 50 per cent owned subsidiary of Ford with extensive operations throughout the country.

Production data for key countries in Ford's overseas operations are presented in Exhibit B-4. The company's production activities abroad are further reflected in Exhibits B-5 and B-6 which summarize factory unit sales of cars from consolidated subsidiaries overseas. As in the case of R\&D activities, examined in the previous section, Ford's automotive production abroad is highly concentrated in two countries, West Germany and Great Britain.

# Exhibit B-1 <br> Ford Motor Company <br> Production Locations Abroad by Major Geographical <br> Region in 1977 <br> Latin Asia- Mideast <br> Europe America Pacific \& Africa Total 

| Number of <br> Nations with <br> Production <br> Facilities | 8 | 6 | 7 | 2 | 23 |
| :--- | :--- | :--- | :--- | :--- | :--- |
| Number of <br> Production <br> Locations* | 23 | 15 | 11 | 2 | 51 |

*some locations have more than one plant.

Source: Ford Motor Company, International Automotive Operations

## Exhibit B-2

## Ford Motor Company

## Location of Overseas Manufacturing

and Assembly Facilities

| Country | City, Town or Province | Manufacturing $\qquad$ | Assembly $\qquad$ |
| :---: | :---: | :---: | :---: |
| Argentina | Cordoba | x |  |
|  | Pachico | x | x |
|  | Santa Fe | x |  |
| Australia | Brisbane |  | x |
|  | Broadmeadows | x | x |
|  | Geelong | x |  |
|  | Ingleburn |  | x |
|  | Sydney |  | x |
| Belgium | Antwerp | x | x |
|  | Genk ${ }^{1}$ | x | x |
| Brazil | Recife (Gaboatao) |  | x |
|  | Sao Paulo | x | x |
|  | Taubate | x |  |
| Britain | Basildon | x |  |
|  | Croydon | x |  |
|  | Dagenham | x | x |
|  | Enfield | x |  |
|  | Halewood | x | x |
|  | Langley | x | x |
|  | Leamington | x |  |
|  | Southampton | x | x |
|  | Swansea | x |  |
|  | Thames | x |  |
|  | Treforest | x |  |
|  | Woolwich | x |  |
| Egypt | Alexandria |  | x |
| France | Bordeaux | x |  |
| Ireland | Belfast | x |  |
|  | Cork |  | x |
| Japan | Yokahama |  | x |
| Malaysia | Singapore |  | x |
| Mexico | Mexico City | x | x |
| Netherlands | Amsterdam |  | x |
| New Zealand | Lower Hutt |  | x |
|  | Wore | x | x |
| Peru | Lima ${ }^{2}$ |  | x |
| Philippines | Manila |  | x |
|  | Mariveles | x |  |

## Exhibit B-2 (continued)

Ford Motor Company
Location of Overseas Manufacturing
and Assembly Facilities

| Country | City, Town or Province | Manufacturing Plant | Assembly Plant |
| :---: | :---: | :---: | :---: |
| Portugal | Lisbon |  | x |
| South Africa | Port Elizabeth | x | x |
| Spain | Almusafes | x | x |
| Taiwan | Taipai | x | x |
| Uruguay | Montevideo |  | x |
| Venezuela | Valencia |  | x |
| West Germany | Cologne | x | x |
|  | Duren | x |  |
|  | Saarlouis | x | x |
|  | Wulfratl | x |  |

Source: Ford Motor Company, International Automotive Operations.

## Exhibit B-3 <br> Ford Motor Company <br> Dealer Assembly Locations

| Country | City/Town | Name |
| :---: | :---: | :---: |
| Costa Rica | San Jose | Anglofores, Ltda. |
| Indonesia | Djakarta | Indonesian Service Co. |
| Israel | Tel Aviv | Automotive Industries, Ltd. |
| Korea | Seoul | Hyundai Motor Co. |
| Melaysia | Selangar | Associated Motor Industries of Malaysia, Ltd. |
| Morocco | Casablanca | S.A.I.D.A. |
| Trinidad | Port of Spain | C. McEnearney and Co. |
| Tunisia | Tunis | Societe Tunisian d'Industrie Automobile |
| Turkey | Istanbul | Otosan, S.A. |
| West Pakistan | Karachi | Ali Automobiles |

Source: Motor Vehicle Manufacturers Association.

| Exhibit B-4 |  |  |  |
| :---: | :---: | :---: | :---: |
| Ford Motor Company |  |  |  |
| Unit Car Production Abroad for Major Manufacturing |  |  |  |
| Subsidiaries |  |  |  |
| Location | $1976$ <br> Products Produced | $\frac{\text { Passenger }}{\text { Year }}$ | Cars |
|  |  |  |  |
| Germany |  |  |  |
| Ford-Werke | Fiesta | 1976 | 449 |
|  | Escort | 1975 | 385 |
|  | Traunas | 1974 | 266 |
|  | Capri | 1973 | 426 |
|  | Counsul | 1972 | 409 |
|  | Transit |  |  |
| United Kingdom |  |  |  |
| Ford Motor Co. | Capri | 1976 | 383 |
|  | Cortina | 1975 | 330 |
|  | Escort |  |  |
|  | Granada |  |  |
| Australia |  |  |  |
| Ford Motor Co. | Escort | 1976 | 110 |
|  | Cortina | 1975 | 100 |
|  | Falcon | 1974 | 112 |
|  | Fairlane | 1973 | 100 |
|  |  | 1972 | 100 |
| Brazil (production includes trucks and buses)Ford Brasil, S.A. |  |  |  |
|  |  |  |  |
|  | Galaxie | 1976 | 172 |
|  | LTD | 1975 | 170 |
|  | Maverick | 1974 | 176 |
|  | Corcel | 1973 | 148 |
|  |  | 1972 | 119 |

Source: Motor Vehicle Manufacturers Association.


```
\({ }^{l}\) excludes the U.S. and Canada.
\({ }^{2}\) includes the Genk complex, located in Belgium,
    but operated by Ford of Germany.
\(3^{3}\) principally Australia, Mexico, Argentina, South
    Africa and Spain.
```

Source: Ford Motor Company, l0K Report.

## Exhibit B-6

## Ford Motor Company

Factory Unit Sales of Automobiles from Plants of Consolidated Subsidiaries Abroad as Percentage of Total Factory Unit Sales Abroad ${ }^{1}$, 1972-1976 Factory Unit Sales from Germany ${ }^{2}$ from Great from Brazil from Other

| Year | as a \% of <br> Total | Britain as <br> a o of Total | as a o of <br> Total | Subsid. <br> a o of Total | Total |
| :--- | :---: | :---: | :---: | :---: | :---: |
| 1976 | 53.3 | 25.8 | 8.8 | 12.1 | 100.0 |
| 1975 | 47.6 | 26.9 | 9.8 | 15.6 | 100.0 |
| 1974 | 37.2 | 34.8 | 10.7 | 17.2 | 100.0 |
| 1973 | 46.3 | 32.4 | 7.2 | 14.1 | 100.0 |
| 1972 | 45.7 | 35.2 | 5.9 | 13.2 | 100.0 |

${ }^{l}$ excludes the U.S. and Canada.
${ }^{2}$ includes the Genk complex, located in Belgium, but operated by Ford of Germany.
$3^{3}$ principally Australia, Mexico, Argentina, South Africa and Spain.

Source: Exhibit B-5.

### 2.3 SALES AND MARKETING ABROAD

In 1976, Ford's sales totaled $\$ 28.8$ billion. Of this, Ford earned $\$ 26.5$ billion from automotive sales worldwide and $\$ 2.3$ billion from non-automotive sales. Exhibit C-1 shows the relative contributions of the company's automotive and non-automotive operations to sales from 1972 to 1976. Also, Exhibits $\mathrm{C}-1$ and C-2 compare North American and overseas automotive sales for the same five year time period.

Of automotive sales totaling $\$ 26.5$ billion in 1976 , 70 per cent ( $\$ 18.5$ billion) were sold in the U.S. and Canada, while 30 per cent ( $\$ 7.9$ billion) were sold abroad. In 1972, 75.5 per cent and 24.5 per cent of total automotive sales were sold in North America and overseas respectively. Whereas automotive sales in the U.S. and Canada increased by 32.7 per cent from 1972 to 1976, automotive sales abroad increased by 75.1 per cent over the same five year time span.

Ford's primary foreign markets are in Europe and Latin America, as indicated by Exhibits $\mathrm{C}-3$ and $\mathrm{C}-4$. Of its total overseas sales of $\$ 9$ billion ( $\$ 7.9$ billion in automotive and $\$ 1.1$ billion in non-automotive) in 1976, 65 per cent were gained from its European operations and approximately 20 per cent from Latin America. The remaining 15 per cent of For's overseas market is from the Asia-Pacific region (primarily).

The company's sales record in 1976 was mixed with reference to its two major marketing areas. In Europe, retail sales of Ford-built cars and trucks were
record breaking in 1976, reaching 1.2 million units. Automobile sales alone, up 30 per cent from 1975, totaled 1.1 million units. On the other hand, retail sales of Fordbuilt cars in Latin America declined by approximately 5 per cent in 1976, compared with 1975. Retail truck sales rose from ll5,000 units in 1975 to 116,000 units in 1976 , but automobile unit sales declined from 223,000 (1975) to 212,000 (1976). ${ }^{\text {l }}$

Overall, 1976 was a growth year for Ford products abroad as indicated by the increase in the company's share of the world market for both cars and trucks (Exhibit C-5).

By 1977, Ford had marketing and sales operations in twenty-seven countries outside the United States and Canada with 6,153 marketing related employees. In North America, on the other hand, Ford employed 10,320 marketing personnel.

In the U.S. and Canada, thirteen marketing units ${ }^{2}$ existed in 1977, compared to a total of twenty-eight abroad (one unit in each country) ${ }^{3}$. All of the marketing units abroad served primarily national markets. None serviced markets in more than one region and none serviced the U.S. market. Exhibit $C-6$ shows the specific locations of these sales/marketing operations.

[^0]Exhibits C-7 through C-9 summarizes the passenger vehicle models that are sold by country for the European, Latin American, and Asia-Pacific areas.

Finally, Exhibits C-10 through C-26 show the organizational position of "sales and marketing" units within regional and national organizations operating abroad.

$$
\begin{gathered}
\frac{\text { Exhibit C-1 }}{\text { Ford Motor Company }} \\
\frac{\text { Automotive and Non-Automotive Sales }}{1972-1976}
\end{gathered}
$$

| Year | Automotive Sales |  | Non-Automotive Sales <br> World |
| :---: | :---: | :---: | :---: |
|  | U.S.\& Canada | Overseas |  |
|  | (millions of \$) |  |  |
| 1976 | 18,855 | 7,944 | 2,341 |
| 1975 | 14,765 | 6,923 | 2,321 |
| 1974 | 15,750 | 5,778 | 2,093 |
| 1973 | 15,785 | 5,255 | 1,975 |
| 1972 | 13,980 | 4,536 | 1,678 |

Source: Ford Motor Company, l0K Report.

## Exhibit C-2

Ford Motor Company
North American and Overseas Automotive Sales as Percentage of Total Automotive Sales

| Year | North American Automotive <br> Sales as of Total | Overseas Automotive <br> Sales as \% of Total | Total |
| :--- | :--- | :--- | :--- |
| 1976 | 70.0 | 30.0 | 100.0 |
| 1975 | 68.1 | 31.9 | 100.0 |
| 1974 | 73.2 | 26.8 | 100.0 |
| 1973 | 75.0 | 25.0 | 100.0 |
| 1972 | 75.5 | 24.5 | 100.0 |

Source: Exhibit C-1.

# Exhibit C-3 <br> Ford Motor Company <br> Sales by Geographic Area <br> 1975-19761 

$$
\text { (millions of } \$ \text { ) }
$$

## Areas

1976 1975

| U.S. and Canada | 19,858 | 16,129 |
| :--- | ---: | ---: |
| Europe | 5,847 | 4,734 |
| Latin America | 1,783 | 1,790 |
| Others $^{2}$ | 1,352 | 1,356 |
| Worldwide Total | 28,840 | 24,009 |

$1_{\text {automotive and non-automotive. }}$
${ }^{2}$ principally Asia-Pacific.

Source: Ford Motor Company, l0K Report.
Exhibit C-4
Ford Motor Company
Regional Sales as Percentage of Total Overseas Sales, 1975-76
Asia-Pacific
Other Sales as
of Total Overseas
Sales
15.0
17.2

| -1 | 0 | 0 |
| :--- | :--- | :--- |
| 0 | 0 | 0 |
| 0 | 0 | 0 |
| 0 | 0 | -1 | Sales


| CARS |  |  |  | TRUCKS |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1976 |  | 1975 |  | 1976 |  | 1975 |  |
| Industry Unit Sales | $\begin{aligned} & \text { Ford } \\ & \text { Market } \\ & \text { Share } \end{aligned}$ | $\begin{aligned} & \text { Industry } \\ & \text { Unit } \\ & \text { Sales } \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { Ford } \\ & \text { Market } \\ & \text { Share } \\ & \hline \end{aligned}$ | Industry Sales Sales | Ford Marke Share | $\begin{aligned} & \text { Industry } \\ & \text { Unit } \\ & \text { Sales } \end{aligned}$ | $\begin{aligned} & \text { Ford } \\ & \text { Market } \\ & \text { Share } \end{aligned}$ |
| 10,099,000 | 22.6\% | 8,628,000 | 23.6\% | 3,191,000 | 30.9\% | 2,491,000 | 31.5\% |
| 946,000 | 19.6 | 988,000 | 22.0 | 342,000 | 32.0 | 323,000 | 33.2 |
| 2,270,000 | 14.9 | 2,069,000 | 13.6 | 179,000 | 8.1 | 146,000 | 8.7 |
| 1,286,000 | 25.3 | 1,194,000 | 21.7 | 209,000 | 31.3 | 220,000 | 30.4 |
| 5,793,000 | 6.7 | 5,022,000 | 5.4 | 713,000 | 8.9 | 565,000 | 8.4 |
| 748,000 | 17.0 | 711,000 | 17.3 | 146,000 | 29.0 | 147,000 | 33.3 |
| 200,000 | 11.4 | 233,000 | 14.9 | 105,000 | 23.2 | 117,000 | 19.8 |
| 130,000 | 15.2 | 174,000 | 15.7 | 48,000 | 27.3 | 53,000 | 18.1 |
| 275,000 | 15.4 | 252,000 | 15.2 | 189,000 | 19.4 | 175,000 | 19.3 |
| 464,000 | 22.4 | 468,000 | 21.7 | 138,000 | 19.1 | 122,000 | 20.3 |
| 185,000 | 15.2 | 229,000 | 13.6 | 115,000 | 13.5 | 135,000 | 14.8 |
| 3,968,000 | 1.4 | 4,231,000 | 1.5 | 2,235,000 | 2.0 | 2,075,000 | 2.3 |
| $\stackrel{\text { 26,363,000 }}{\underline{ }}$ | 14.9\% | 24,199,000 | 14.4\% | 7,610,000 | 18.9\% | 6,569,000 | 18.7\% |

Source: Ford Motor Company, Annual Report, 1976.

# Exhibit C-6 <br> Ford Motor Company <br> National Sales Offices and Sales Headquarters 

## Country

Argentina
Australia
Austria
Belgium
Brazil
China, Republic of
Denmark
Finland
France
Germany
Ireland
Italy
Japan
Malaysia
Mexico
Netherlands
New Zealand
Norway
Philippines
Portugal
South Africa
Spain
Sweden
Switzerland
United Kingdom
Uruguay
Venezuela

## City/Town

Buenos Aires
Geelong
Salsburg, Vienna
Antwerp
Sao Paulo
Chung Li (Taipei)
Copenhagen
Helsinki
Paris
Cologne
Cork
Rome
Tokyo
Singapore
Mexico City
Amsterdam
Lower Hutt
Kobotn
Manila
Lisbon
Port Elizabeth
Madrid
Stockholm
Zurich
Brentwood
Montevideo
Caracas

Source: Ford Motor Company, International Automotive Operations, Information Background: Ford Around the World, September 1, 1977.
Car Summary By Country

|  | Flesta | Escort | Taunus | Cortina | Capri II | Granada |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Austria | X | X | X |  | X | X |
| Belgium | X | X | X |  | X | X |
| Britain | X | X |  | X | X | X |
| Denmark | X | X | X |  | X | X |
| Finlond | X | X | - X |  | X | X |
| France | X | X | X |  | X | X |
| Germany | X | X | X |  | X | X |
| Ireland | X | X |  | X | X | X |
| Italy | X | X | X |  | X | X |
| Netherlands | X | X | X |  | X | X |
| Norway | X | X | X |  | X | X |
| Portugal |  | X |  | X | X* | X* |
| Spain | X | X* | X* |  | X* | X* |
| Sweden | X | X | X |  | X | X |
| Switzerland | X | X | X |  | X | X |

* Limited sales due to quota system

(EAO) European Automotive Operations designed
* LAAO includes operations in South Africa






$\int x$
Truck Summary By Country
Australia
New Zealand Philippines
Singapore
Malaysia
Thailand
Taiwan
Japan
$1 \int_{x x}$

| $X$ | $X$ |
| :---: | :---: |
| $X$ | $X$ |
| $X$ | $X$ |

Source: Ford Motor Company, Cars \& Trucks: Worldwide, 1977

## SALES

| SALES |
| :---: |
| Vice President |

woll




 - fill lom rogmilmalion IHI HNOMA IIWIS IMOICAII









Exhibit C-10
Ford Motor Company



## Exhibit C-ll

Ford Motor Company
FORD ASIA-PACIFIC, INC.
FORD INTERNATIONAL AUTOMOTIVE OPERATIONS


FORD MOTOR COMPANY OF AUSTRALIA LIMITED

 is di-2




## Exhibit C-13

Ford Motor Company
FORD MOTOR COMPANY (JAPAN) LTD.


## FORD MOTOR COMPANY OF NEW ZEALAND LIMITEOO


| CABLE ADDRESS: NEWクEAHOICD, WHLIINCITON|
TELEPHONE:
TELEX: 341 $\qquad$


*The fractor and lmplenunt Mantages ts acoleratid

 atistst.mer from lotator ( dillthters.


## FORD PHILIPPINES INC.

|  <br> Mahati commereial Contre <br> Makati, lizal 3117, Philippines |  |
| :---: | :---: |
|  |  |
| TFITN: | iteusn |
| CAMAR IDDItESS: |  |
| TELEHIHONE: | 83 :83 11 |
|  | 835314 |
|  | 835444 |

## Exhibit C-16

Ford Motor Company


FORD LIO HO MOTOR COMPANY LTD. (TAIWAN)


## FORD MOTOR COMPANY (THAILAND) LIMITED

## Exhibit C-18

Ford Motor Company


## FORD LATIN AMERICA, S.A. de C.V.

 FORD INTERNATIONAL AUTOMOTIVE OPERATIONS

## Exhibit C-20

Ford Motor Company
FORD MOTOR ARGENTINA S.A.


FORD BRASIL S.A.


FORD MOTOR COMPANY S.A.
(MEXICO)


Exhibit C-22
Ford Motor Company




 s+us difilialro.

FORD MOTOR COMPANY OF SOUTH AFRICA (PTY) LIMITES


Exhibit C-23<br>Ford Motor Company




*The Tractor Manager is delegated operational authority (1) mantage the subablary's tractor busmesis alld recerwes mathetang advice abd assistance tron Practur Operamans - Chersfas Alfilates.

## FORD (URUGUAY) S.A.

Exhibit C-25

Ford Motor Company


## Exhibit C-26

Ford Motor Company
FORD MID-EAST AND AFRICA, INCORPORATED
FORD INTERNATIONAL AUTOMOTIVE OPERATIONS


## 3. CHRYSLER CORPORATION

3.1 RESEARCH, DEVELOPMENT, AND ENGINEERING ABROAD

Chrysler's research, development and engineering ( R D\&E) expenditures are primarily focused on (1) fuel economy, (2) emissions control, and (3) safety. In support of these activities, Chrysler is also investigating (l) low weight materials, (2) electronic controls for engine operations, (3) the light diesel engine, and (4) the turbine engine. While most of this $R$ D\&E is done in the U.S., Chrysler does conduct some $R$ D\&E operations abroad.

Chrysler's U.S. R D\&E is undertaken for both the domestic and foreign markets ${ }^{1}$ while its foreign $R$ D\&E is primarily concerned with national or regional markets.

As shown in Exhibit A-1, Chrysler's R D\&E expenditures have fluctuated substantially over the past six years.
${ }^{1}$ Chrysler has $R$ D\&E facilities in the U.S. at the following locations: (l) Defense Group, Highland Park, Mi., (2) Engineering, Product Development and Purchasing, Highland Park, MI, (3) Marine Products, warren, MI, (4) Amplex Division, Detroit, MI, (5) Chemical Division, Trenton, MI (6) Defense Division, Center Line, MI, (7) Huntsville Electronic Division, Huntsville, AL, (8) Arizona Test Station, Phoenix, AZ, (9) California Emissions Test Facility, Santa Fe Springs, CA (l0) Proving Ground, Chelsea, MI.

During 1976, Chrysler and its consolidated subsidiaries spent $\$ 280.4$ million on $R$ D\&E and employed 2500 professional employees. Of this total expenditure, $\$ 42.8$ million was done as customer-sponsored research employing 200 professionals. For 1976, R D\&E expenditures comprised (approximately) $2 \%$ of its total sales and RD\&E employment comprised (approximately) $1 \%$ of total employment. As can be seen in Exhibit A-2 , percentages are representative of the past five years.

Chrysler Corporation was not willing to estimate roughly how much RD\&E was performed abroad. However, Exhibit A-3 shows that, in terms of total space for facilities devoted to Engineering and Research, Chrysler's U.S. operations comprised roughly two-thirds, while its foreign operations comprise one-third of the facilities space. This study was unable to find a breakdown of the research versus the engineering facilities, but we believe the majority of the foreign space is devoted to engineering rather than research. This belief is supported by data presented by General Motors and Ford in Chapters II and III that showed a tendency exists for manufacturing operations to accompany engineering operations. Inasmuch as Chrysler has thirty-four manufacturing plants in twelve foreign countries, this study feels that the majority of "research and engineering" space is devoted to engineering activities.

Exhibit A-4 shows that Chrysler devoted approximately $3.6 \%$ of its domestic facilities space to "Engineering and Research" while its foreign operations devoted (approximately) $2.6 \%$ of its facilities use to the same functions. Again, as revealed in Exhibit A-4 , these figures have held fairly stable over the past five years.

Virtually all of Chrysler's foreign RD\&E has been obtained through the acquisition of Simca in France (1958) ${ }^{1}$, Rootes Motors Corporation, Ltd. in England (1964) ${ }^{2}$ and Barrieros, Ltd. in Spain ${ }^{3}$.

In 1967, Chrysler consolidated its European operations by forming the Chrysler Europe Corporation. The corporation managed Chrysler's international (l) marketing, (2) financing, (3) administration, (4) production, (5) planning and (6) development. Within this organization, each division has an executive director who reports to the President of Chrysler.

In Europe, approximately 2000 individuals report to the Director of Product Planning and Development. ${ }^{4}$
${ }^{1}$ Chrysler purchased a $15 \%$ share of Simca in 1958 and subsequently increased its share to $64 \%$ in 1963. In 1970, Chrysler changed Simca's name to Chrysler, France. Today, it owns 99.6\% of this company.
${ }^{2}$ Chrysler purchased a minority share of Rootes in 1964. In 1967, it increased its share to enjcy majority control Today. Dontos is a wholly-owned subsidiary whose name has been changed to Chrysler, United Kingdom.
${ }^{3}$ Chrysler purchased Simca, Rootes and Barrieros for their productive capabilities of their existing product lines rather than for their R\&D capabilities. For instance, Simca was originally a part of Fiat and Fiat, an Italian firm, did most of its R\&D in Italy. While there was definitely a transfer of technology and engineering through this European acquisition, the manufacturing aspects appear to have been much more important.
${ }^{4}$ Figures obtained through personal interview.

Of these 2000 employees (includes non-professionals), 1700 are involved with passenger car RD\&E while the remaining 300 perform RD\&E work for trucks and tractors. Exhibit A-5 shows an estimate of these 2000 RD\&E employees by their national location.

Judging from the data in Exhibit A-5 and information obtained from the other automobile manufacturers, a strong correlation seems to exist between the size of a subsidiary's manufacturing operations and its R\&D expenditures. Exhibit $A-6$ shows the size of Chrysler's operations in the U.S., France, and United Kingdom, and Spain, along with the percent of total operations each comprises.

Multiplying the derived percentages in Exhibit A-6 by the total non-customer sponsored research Exhibit A-1, and estimate is derived of the total R\&D expenditures in each country (see Exhibit A-7).

In an intervierm with a rhrysler surce, it was roughly determined that Chrysler Europe performed \$50-to$\$ 70$ million in RD\&E in 1976. (This range included the $\$ 64.62$ figure estimated in Exhibit $A-7)^{1}$. In the same interview, it was stated that only $\$ 2$ million (approximately) vas spent on "basic" research abroad. The remainder was spent on projects with a time horizon of one to three years (i.e., product engineering, design and manufacturing).
${ }^{1}$ In the interview, it was estimated that each $R \& D$ worker costs Chrysler between $\$ 25,000$ and $\$ 35,000$. With 2000 employees, this sums to $\$ 50$ million and $\$ 70$ million respectively.

2
Ibid.
${ }^{3}$ Ibid.

Exhibit A-8 shows the R\&D facilities in England and France. While some information was obtained on Chrysler's research efforts in England, similar information could not be obtained for France -- especially and most importantly for the Poissy operation. According to one source, Simca's R\&D is carried out at the Poissy Engineering Center where "the River Seine acts as a moat to protect the new center from prying eyes." ${ }^{2}$ So tight is the security at the Poissy plant that is l97l, only one distant aerial picture was known to be available. ${ }^{3}$

It should be noted that both Coventry, England
and Poissy, France, Chrysler has manufacturing and assembly plants. This suggests that the $R \& D$ is closely tied to the actual manufacturing operations in those countries. This idea is reinforced by the fact that only $\$ 2$ million is spent on "basic" research in Europe. Also significant here is the fact that of its foreign operations (excluding Canada and Japan), France and England rank first and second respectively in total output and square footage owned by Chrysler.

## Exhibit A-1

Chrysler Corporation
Total RD\&E Expenditures and Professional
RD\&E Employment
\$ \$
(millions) Professional
(millions) Professional R\&D
Employees

| 1976 | 280.4 | 2500 | 42.8 | 200 |
| :--- | :--- | :--- | :--- | :--- |
| 1975 | 199.0 | 2200 | 39.9 | 300 |
| 1974 | 239.0 | 2800 | 52.9 | 400 |
| 1973 | 247.0 | 3000 | 46.4 | 600 |
| 1972 | 190.5 | 2700 | 34.5 | 900 |
| 1971 | 146.5 | 2400 | 25.0 | 700 |

Source: Chrysler l0K report, 1976.

# Exhibit A-2 <br> Chrysler Corporation 

Total RD\&E Expenditures and Employment as Percentage of Total Sales and Total

Employment

|  | Total <br> Year | RD\&E \$ as <br> $\%$ of Total <br> Sales |
| :---: | :---: | :---: |
|  |  | Professional R\&D Employees <br> as of Total Employees |
| 1976 | 1.8 | 1.02 |
| 1975 | 1.7 | 1.01 |
| 1974 | 2.1 | 1.09 |
| 1973 | 2.1 | 1.20 |

Source: lok Report, 1976.

Exhibit A-3
Chrysler Corporation
Engineering and Research Facilities 000s Square Feet
(\%)

| Year | World <br> Total | U.S. <br> Total | Foreign <br> Total |
| :---: | :---: | :---: | :---: |
| 1976 | 3518 |  |  |
|  |  | 2429 | 1089 |
| 1975 | $(100)$ | $(69)$ | $(31)$ |
|  | 3514 | 2414 | 1100 |
| 1974 | $(100)$ | $(70)$ | $(30)$ |
|  | 3470 | 2414 | 1053 |
| 1973 | $(100)$ | $(70)$ | $(30)$ |
|  | 3462 | 2329 | 1133 |
|  | $(100)$ | $(70)$ | $(30)$ |
|  |  | 3344 | 2293 |

*Principal engineering and research
facilities in Highland Park, Michigan.

Source: lok report. 1976.

```
    Exhibit A-4
    Chrysler Corporation
Engineering and Research Facilities as Percentage
    of Total Facilities
```

                a \% of Total U.S. Facilities' As a \% of Total Foreign
            Space
                                    Facilities' Space
    | 1976 | 3.64 | 2.63 |
| :--- | :--- | :--- |
| 1975 | 3.59 | 2.62 |
| 1974 | 3.63 | 2.53 |
| 1973 | 3.56 | 2.73 |
| 1972 | 3.54 | 2.49 |

Source: l0K Report for 1976.

## Exhibit A-5 <br> Chrysler Corporation <br> Location of RD\&E Employees in Europe

England France Spain

| Passenger Car R\&D | 850 | 850 | 0 |
| :--- | :---: | :---: | :---: |
| Truck R\&D | 150 | 0 | 0 |
| Truck and Tractor R\&D | 0 | 0 | 150 |

Source: Personal interviews.
Exhibit $A-6$
Chrysler Corporation

1976
1975
1974
1973
1972
$\overline{L-甘 \text { 7TqTYXG }}$

$\frac{$| $\frac{\text { Exhibit } A-7}{\text { Chrysler Corporation }}$ |
| :---: |
|  Estimated RD\&E Expenditures of the United states and  |}{\(\left.\begin{array}{l}Selected Subsidiaries <br>

(m i l l i o n s ~ o f ~\end{array}\right)\)}
Spain
11.40
7.48
8.75
9.43
7.49
calculations.
d Kingdom
25.66
17.34
20.66
23.27
17.63 Consultants'

Source:

$$
\begin{aligned}
& 1976 \\
& 1975 \\
& 1974 \\
& 1973 \\
& 1972
\end{aligned}
$$

Exhibit A-8
Chrysler Corporation
Chrysler's Foreign Passenger Car RD\&E Facilities
(2) Chrysler France

[^1](1) Source:
June 19, 1971, pg. 24.
Departments
Nature
Body Engineering-Car and Truck Chassis Engineering - cars developments; equipment includes dynometers, exhaust emission testing facilities, cold test room, electronic and rig test apparatus.l

Chrysler has manufacturing \$/or assembly plants in three general world locations -- Europe, Latin America, and the Far East and Africa. Its foreign subsidiaries operate from forty-three locations in nineteen countries (i.e., outside the United States and Canada.--See Exhibit B-l ). These subsidiaries produce both passenger cars and commercial vehicles -- with particular emphasis on the production of passenger cars.

Chrysler's European operations are relatively new. Virtually all of its subsidiaries were acquired when Chrysler purchased Simca - Societe Industrielle de Meranique et Carrosseue Automobile -- in France (1958), Rootes Motors, Ltd. in the United Kingdom, Ireland and Scotland (1964) and Barrieros Ltd. in Spain. The operations in these three countries dwarf Chrysler's operations anywhere else in the world. While all three operations produce for both domestic and foreign markets, Chrysler's principal export facilities are in France and the United Kingdom. For the most part, these exports are channeled to other Common Market countries. Exhibit B-2 reflects the extent of these exports.

Production in Spain, Latin America and the Far East and Africa is predominantly intended to satisfy domestic demands. ${ }^{l}$ In all cases, the size of the facilities in these countries is so small as to render insignificant any potential exportation that does take place. (See Exhibit B-3 ).

Chrysler's manufacturing facilities parallel its engineering and research facilities. Approximately twothirds of its manufacturing facilities (in square feet) are in the U.S. while one-third is abroad. Assuming that Chrysler's manufacturing size bears a direct relation to the size of its operations in each country, estimates can be made for the size of the manufacturing operations. Exhibit B-3 shows the per cent of Chrysler's total properties (i.e., manufacturing facilities, car, truck and coach assembly facilities, parts depots, engineering and research facilities and warehouses, general offices and miscellaneous space) as distributed across the world. Exhibit $B-4$ shows the actual size of its manufacturing and assembly facilities between the U.S. and abroad. Finally, Exhibit B-5 applies the percentages in Exhibit $\mathrm{B}-3$ and the square footage in Exhibit $\mathrm{B}-4$ to arrive at the square footage of manufacturing and assembly plants in each country.
${ }^{1}$ Chrysler's South African plant was expanded with the intention of having sufficient capacity to supply other African countries. However, data are unavailable to verify the extent of its export saies.

One can gain further appreciation for the size of Chrysler's European market by looking at Exhibit B-3 . Over $85 \%$ of Chrysler's facilities are located in the U.S., Canada or Europe. The European market is nearly four times the size of the Australian market and the Latin American (i.e. "other" market).

In Europe, Chrysler maintains nineteen manufacturing and/or assembly facilities in six countries. Exhibit B-6 shows the countries in which these facilities are located. Exhibit B-7 shows the size of the production in each country.

In Latin America, Chrysler operates nine manufacturing and/or assembly plants in six countries. Exhibit B-8 shows the countries in which these facilities are located. Exhibit $B-9$ shows the size of production in each country.

Finally, in the Far East and Africa, Chrysler maintains nine manufacturing and/or assembly facilities in six countries. Exhibit $\mathrm{B}^{10}$ shows the location of these facilities. Exhibit B-ll shows the size of production in each country.

One final area of interest is the parcuction capability that Chrysler gains through its connection $\pm 0$ Mitsubishi Motors Corporation (MMC) in Japan. Exhibit B-11 shows that production by MMC is sizeable -- exceeding the
size of Chrysler's U.K. subsidiary. Currently, Chrysler has a $15 \%$ interest in MMC with an option to increase its interest to $35 \%$.

Also, Chrysler has cultivated closer ties to the Japanese market.
(1)

In 1971, Chrysler Australia, Ltd. agreed to assemble the Japanese Colt Galant in return for the Australian-built Valiant being sold in Japan. This was significant because it was a first step by the Japanese in opening up their market to foreign competition.

This arrangement was part of the deal by which Chrysler was allowed to purchase $35 \%$ of MMC's stock.
(2)

Chrysler and Mitsubishi have also exchanged service tutors in an effort to improve the efficiency and understanding of Mitsubishi's and Chrysler's service and staff. ${ }^{1}$

[^2]|  |  |  | bit B-1 |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Chry | ler Corporation |  |  |
|  |  | Location | n and Purpose of |  |  |
|  |  | Production | n Operations Abroad |  |  |
|  |  |  |  |  |  |
|  | Country | City | Name Manufa | ctu | embly |
| 1) | Argentina | Buenos Aires | Chrysler Fere Argentina-San Justo | x | x |
| 2) | Argentina | Buenos Aires | Chrysler Fere Argentina-Monte Chingolo | x | x |
| 3) | Australia | Adelaide | Chrysler AustraliaClovelly Park | x | x |
| 4) | Australia | Adelaide | W. H. WylieClovelly Park | x |  |
| 5) | Australia | Finsbury | Chrysler Australia | x | x |
| $6)$ | Australia | Lonsdale | Chrysler Australia | x |  |
| 7) | Brazil | Sao Paulo | Chrysler Corp. do Brazil-Sao Bernardo do Campo | x | x |
| 8) | Brazil | Sao Paulo | Chrysler Corp. do Brazil-Sao Bernardo do Campo | x | x |
| 9) | Colombia | Bogata | Chrysler Colmotores |  | x |
| 10) | England | Baginton | Chrysler United Kingdom | x |  |
| 11) | England | Birmingham | Chrysler U.K.Hills Precision Die Casting | x |  |
| 12) | England | Coventry | Chrysler U.K.-Hills Precision Plastics | x |  |
| 13) | England | Coventry | Chrysler U.K.-Ryton |  | x |
| 14) | England | Coventry | Chrysler U.K.-Stoke | x |  |
| 15) | England | Dunstable | Chrysler U.K.-Dunstable |  | x |

Exhibit B-1 (continued)


[^3]
## Exhibit B-1 (continued)

|  | Country | City | Name $\quad \frac{\text { Pur }}{\text { Manufact }}$ | Purpose | Manufacturing--Assembly |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | Malta |  | Industrial Motors |  | x |
| 33) | Mexico | Mexico City | Chrysler de Mexico |  | x |
| 34) | Mexico | Toluca | Chrysler de Mexico | x | x |
| 35) | Morocco | Casablanca | S.O.M.A.C.A.* |  | x |
| 36) | Mozambique | Beira | Soc. de Agencias Ltda. |  | x |
| 37) | Peru | Lima | Chrysler Peru |  | x |
| 38) | Portugal | Lisbon | Representacoes Automoveis Chrysler S.A.R.L. |  | x |
| 39) | Scotland | Linwood | Chrysler Scotland | x | x |
| 40) | S. Africa, Republic of | Pretoria | Chrysler South Africa | x | x |
| 41) | Spain | Madrid | Chrysler Espana | x | x |
| 42) | Turkey | Istanbus | Chrysler Sanayi | x | x |
| 43) | Venezuela | Valencia | Chrysler de Venezuela |  | x |

[^4]\[

$$
\begin{aligned}
& \quad \begin{array}{l}
\text { Exhibit B-2 } \\
\text { Chrysler Corporation }
\end{array} \\
& \text { Common Market Registrations } \\
& \frac{\text { of Vehicles Produced in France }}{\text { and Great Britain }}
\end{aligned}
$$
\]

From France ${ }^{1}$

| West Germany | 54,512 | 184 |
| :--- | :---: | :---: |
| Belgium and Luxembourg | 24,442 | 1868 |
| Denmark | 8,823 | 2965 |
| France | 191,111 | 493 |
| Great Britain and Ireland 23,184 | 59,721 |  |
| Italy | 66,441 | 370 |
| Netherlands | 38,225 | 1501 |

Source: L'Argus de L'Automobile Et Locomotions
$l_{\text {France }}$ also services Sweden, Portugal and Switzerland.
${ }^{2}$ Great Britain also services Portugal, Switzerland and Venezuela.

# Exhibit B-3 <br> Chrysler Corporation <br> International Facilities in Each Country as Percent of Total Operations 

| 1976 | 1975 | 1974 | 1973 | 1972 |
| :--- | :--- | :--- | :--- | :--- |

U.S.
$\begin{array}{lllll}61.7 & 61.5 & 61.6 & 61.2 & 60.6\end{array}$
Australia
2.7
$2.7 \quad 2.7$
$2.7 \quad 3.2$
Canada
6.3
6.2
5.6
5.6
5.7

France England Spain

$$
\begin{array}{lllll}
23.0 & 22.7 & 22.8 & 23.4 & 23.0
\end{array}
$$

Other
6.3
6.9
7.3
7.1
7.5

Source: l0K report for 1976.

## Exhibit B-4 <br> Chrysler Corporation Manufacturing Facilities and Car, Truck, and Coach Assembly Facilities

```
(000s of square feet)
```


## In U.S. <br> Manufacturing Assembly

| 1976 | 31,517 | 19,686 | 16,134 | 13,615 |
| :--- | :--- | :--- | :--- | :--- |
| 1975 | 32,023 | 19,656 | 16,173 | 14,231 |
| 1974 | 31,083 | 19,401 | 16,330 | 13,598 |
| 1973 | 30,695 | 19,212 | 16,262 | 13,504 |
| 1972 | 29,973 | 18,765 | 16,319 | 13,467 |

Source: l0K report for 1976.

## Exhibit B-5 <br> Chrysler Corporation <br> Manufacturing Facilities by Country

(in 000 s of square feet)
U.S.

| Australia | 1,137 | 1,134 | 1,119 | 1,132 | 1,325 |
| :--- | :--- | :--- | :--- | :--- | :--- |
| Canada | 2,654 | 2,604 | 2,321 | 2,347 | 2,361 |
| France <br> England | 9,688 | 9,536 | 9,864 | 9,808 | 9,526 |
| Spain | 2,655 | 2,899 | 3,026 | 2,976 | 3,106 |
| Other |  |  |  |  |  |

Source: Derived from Exhibit 3 and Exhibit 4.

$$
\frac{\frac{\text { Exhibit } B-6}{\text { Chrysler Corporation }}}{\frac{\text { Manufacturing and Assembly Facilities }}{\text { by Country, Europe }}}
$$

Manufacturing Manufacturing and Assembly Assembly Total

| England | 6 | 0 | 2 | 8 |
| :--- | :--- | :--- | :--- | :--- |
| France | 6 | 1 | 0 | 7 |
| Ireland | 0 | 0 | 1 | 1 |
| Portugal | 0 | 0 | 1 | 1 |
| Scotland | 0 | 1 | 0 | 1 |
| Spain | 0 | 1 | 0 | 1 |
|  | 12 | 3 | 4 | 19 |

Source: World Trade Department, Motor Vehicles Manufacturers Assn., 1974.

Exhibit B-7
Chrysler Corporation
Production by Country, Europe
Production by Country, Europe

1973
289,087
546,7
$n / a$
$n / a$
$n / a$
80,135
$-$

-
$\frac{\begin{array}{l}\text { Exhibit B-8 } \\ \text { Chrysler Corporation }\end{array}}{\text { Manufacturing and Assembly Facilities }}$
$\frac{\text { by Country, Latin America }}{\text { Manufacturing }}$
Manufacturing $\quad$ and Assembly $\quad$ Assembly

| Argentina | 0 | 2 | 0 |
| :--- | :--- | :--- | :--- |
| Brazil | 0 | 2 | 0 |
| Columbia | 0 | 0 | 1 |
| Mexico | 0 | 1 | 1 |
| Peru | 0 | 0 | 1 |
| Venezuela | 0 | 0 | 1 |
|  | 0 | 5 | 4 |

Source: World Trade Department, Motor Vehicle Manufacturer's Assn.

## Exhibit B-9 <br> Chrysler Corporation <br> Production by Country, Latin America

|  | $\underline{1976}$ | $\underline{1975}$ | $\underline{1974}$ | $\underline{1973}$ | $\underline{1972}$ |
| :--- | :---: | :---: | :---: | :---: | :---: |
| Argentina | 21,986 | 22,181 | 26,587 | 27,671 | 28,186 |
| Brazil | 27,831 | 24,472 | 31,526 | 36,841 | 18,043 |
| Columbia | 15,276 | 13,589 | 14,884 | 11,184 | $-\ldots$ |
| Mexico | 56,642 | 65,032 | 62,839 | 47,864 | 38,267 |
| Peru | 11,031 | 10,603 | 10,201 | 9,897 | 9,897 |
| Venezuela | 43,355 | 37,763 | 28,570 | 21,805 | 18,846 |

Source: World Motor Vehicle Data and Chrysler's 1976 Annual Report.

## Exhibit B-10 Chrysler Corporation

 Manufacturing and Assembly Facilities by Country, ${ }^{1}$ Far East and AfricaManufacturing
Manufacturing and Assembly Assembly

| Australia | 2 | 2 | 0 |
| :--- | :--- | :--- | :--- |
| New Zealand | 0 | 0 | 1 |
| South Africa | 0 | 1 | 0 |
| Turkey | 0 | 1 | 0 |
| Mozambique | 0 | 0 | 1 |
| Morocco | 0 | 0 | 1 |

Source: World Trade Department, Motor Vehicle Manufacturer's Assn.
${ }^{1}$ Chrysler South Africa (Pty) Ltd., was integrated with Illings, Ltd., a South African automobile company. The new corporation is called Sigma Motor Corporation (Pty) Ltd. Chrysler has a $24.9 \%$ share in this company.

## Exhibit B-11 <br> Chrysler Corporation <br> Production by Country, Far East and Africa

|  | $\frac{1976}{}$ | $\underline{1975}$ | $\frac{1974}{}$ | $\underline{1973}$ | $\frac{1972}{}$ |
| :--- | :---: | :---: | :---: | :---: | :---: |
| Japan | 647,623 | 550,238 | 495,518 | 571,832 | 444,332 |
| Australia | 41,500 | 44,000 | 49,000 | 50,000 | 44,000 |
| New Zealand | $\mathrm{n} / \mathrm{a}$ | $\mathrm{n} / \mathrm{a}$ | $\mathrm{n} / \mathrm{a}$ | $\mathrm{n} / \mathrm{a}$ | $\mathrm{n} / \mathrm{a}$ |
| South | $\mathrm{n} / \mathrm{a}$ | $\mathrm{n} / \mathrm{a}$ | $\mathrm{n} / \mathrm{a}$ | $\mathrm{n} / \mathrm{a}$ | $\mathrm{n} / \mathrm{a}$ |
| Africa | $\mathrm{n} / \mathrm{a}$ | $\mathrm{n} / \mathrm{a}$ | $\mathrm{n} / \mathrm{a}$ | $\mathrm{n} / \mathrm{a}$ | $\mathrm{n} / \mathrm{a}$ |
| Turkey | $\mathrm{n} / \mathrm{a}$ | $\mathrm{n} / \mathrm{a}$ | $\mathrm{n} / \mathrm{a}$ | $\mathrm{n} / \mathrm{a}$ |  |
| Mozambique | 5,037 | 4,360 | 4,698 | 5,239 | 3,689 |

Source: World Motor Vehicle Data and Chrysler's 1976 Annual Report.

### 3.3 SALES AND MARKETING ABROAD

In 1976, Chrysler's sales totaled $\$ 15.5$ billion. Of this, Chrysler earned \$ll.l billion in the U.S. and Canada (i.e., $\$ 9.8$ billion in the U.S. and $\$ 1.3$ billion in Canada) and the remaining $\$ 4.4$ billion abroad. While its foreign operations are small relative to General Motors' and Ford's foreign operations, they have expanded rather rapidly in the past two decades. Mexico and Canada, Chrysler's foreign sales increased over eight-fold between 1962 and 1971 -- from $\$ 187$ million to $\$ 1.7$ billion. ${ }^{1}$

Chrysler's primary foreign markets are in Europe, Latin America and Australia. However, markets are presently being developed in Africa and the Far East. Of its total overseas sales, 75\% are gained from its European operations and approximately $20 \%$ are gained from Australia and Latin America. ${ }^{2}$

Exhibit C-l shows Chrysler's unit sales activities for 1976 and 1975. Of unit sales totaling 3,130,307 in 1976, $66.4 \%$ were sold in the U.S. and Canada while $36.6 \%$ were sold abroad. Outside the U.S. and Canada, 75.9\% of Chrysler's unit sales were in Europe, ll.4\% were in South Amerisa, 7\% were in the Far East, and 6\% were in other locations. Clearly,

[^5]Chrysler's European operations dominate its overseas activities. This information is summarized in Exhibit C-2.

Of the worldwide sales cited in Exhibits C-l and $C-2$, certain countries maintain a majority of Chrysler's foreign market share. Exhibit $C-3$ shows the countries in which Chrysler sells the largest number of motor vehicles (i.e., cars and trucks) as well as their total foreign market share. Note that England, France and Spain comprise over 74\% of Chrysler's sales abroad.

Further information can be derived from Exhibits $\mathrm{C}-1$ through $\mathrm{C}-3$ by showing the market share of these geographic locations accounted for by each major country. This information is summarized in Exhibit C-4 . The key messages of Exhibit C-4 are:
a) France accounts for over $70 \%$ of Chrysler's total European sales;
b) England, France and Spain total over 98\% of all European sales;
c) Mexico accounts for over $50 \%$ of the Latin American market; and,
d) Australia accounts for over $77 \%$ of the Far Eastern and African markets.

Overall, Chrysler has marketing operations in nineteen countries outside the U.S. and Canada. Each of these marketing units services only its domestic market. ${ }^{1}$ In Europe, however, the operations have been consolidated under Chrysler International S.A. -- a Swiss subsidiary which was set up to increase the foreign sales of U.S. produced vehicles. ${ }^{2}$ Currently, all European marketing units report to Chrysler International S.A. which, in turn, reports to the U.S. parent company. Exhibit C-5 details the foreign countries in which Chrysler has subsidiaries with marketing units.

Some idea of the approximate size of Chrysler's overseas operations can be gained from the sales made in each of these countries. This information is summarized in Exhibit $C-6$. As expected, Western Europe dominates foreign sales with France, England, Spain and West Germany, holding the vast proportion of sales. In Latin America, Mexico and Venezuela hold majority portions of the market.
$l_{\text {Mitsubishi Motors Corporation sells in the }}$ U.S., but has no marketing outlets there. Rather, Chrysler sells Mitsubishi products through its own marketing outlets.
${ }^{2}$ Chrysler International S.A. also services Latin America.

## Exhibit C-1

Chrysler Corporation
Unit Sales by Geographic Location*

| Location | 1976 | 1975 |
| :--- | :---: | ---: |
| U.S. and Canada | $2,077,561$ | $1,608,462$ |
| Outside the U.S. and <br> Canada | 985,267 | 911,927 |
| Europe | 747,668 | 107,714 |
| South America | 112,257 | 77,995 |
| Far East and Africa | 68,997 |  |
|  |  |  |

Source: Chrysler's Annual Report for 1976.

$$
\begin{gathered}
\text { Exhibit C-2 } \\
\text { Chrysler Corporation } \\
\text { Unit Sales Abroad by Geographic Iocation } \\
\text { and Percentage of Total Unit Sales Abroad }
\end{gathered}
$$

|  | Units |  | Units |  |
| :---: | :---: | :---: | :---: | :---: |
| Location | 1976 | \% | 1975 | \% |
| Europe | 747,668 | 75.9 | 660,435 | 72.4 |
| South America | 112,257 | 11.4 | 107,714 | L1. 8 |
| Far East and Africa | 68,997 | 7.0 | 77,095 | 8.5 |
| Other | 56,345 | 5.7 | 66,683 | 7.3 |
| Total Outside U.S. and Canada | 985,267 | 100. | 911,927 | 100 |

Source: Chrysler's Annual Report for 1976.

## Exhibit C-3 <br> Chrysler Corporation <br> Unit Sales by Major Country and <br> Percentage of Total Unit Sales Abroad

| Country | $\underline{1 c 76}$ | \% of <br> Foreign Sales | 1975 | \% of <br> Foreign Sales |
| :---: | :---: | :---: | :---: | :---: |
| Australia | 53,241 | 5.4\% | 54,156 | 5.9\% |
| England | 126,257 | 12.8 | 156,573 | 17.2 |
| France | 526,640 | 53.5 | 438,866 | 48.1 |
| Mexico | 56,345 | 5.7 | 63,273 | 6.9 |
| Spain | 81,931 | 8.3 | 78,029 | 8.6 |
| Other | 140,853 | 14.3 | 121,032 | 13.3 |
| Total Outside th |  |  |  |  |
| U.A. and Canada | 985,241 | 100. | 911,929 | 100. |

Source: Chrysler's Annual Report for 1976.

| Exhibit C-4 |  |  |  |
| :---: | :---: | :---: | :---: |
| Chrysler Corporation |  |  |  |
| Country Unit Sales as Percentage |  |  |  |
| of Regional Unit Sales |  |  |  |
| \% of Sales |  |  |  |
|  | Europe | Latin Ameica | Africa and Far East |
| England | 16.9 |  |  |
| France | 70.4 |  |  |
| Spain | 11.0 |  |  |
| Other Europe | 1.7 |  |  |
| Mexico |  | 50.2 |  |
| Other Latin |  |  |  |
| American Countries |  | 49.8 |  |
| Australia |  |  | 77.2 |
| Other African and Far East |  |  | 22.8 |
|  | 100. | 100. | 100. |
|  | ce: C | ler's Annual | port for 197 |

## Exhibit C-5

## Chrysler Corporation

## Location and Ownership of Sales Subsidiaries Abroad

Country

1) Austria
2) Belgium
3) Denmark
4) France
5) Germany,West
6) Netherlands
7) Norway
8) Spain
9) Switzerland Kingdom
10) Australia
11) South Africa
12) Turkey
13) Argentina
14) Columbia
15) Mexico

Wholly-owned (76\% by Chrysler, 24\% by Chrysler France)
"
" " S.A.
98.1\% owned

Wholly-owned-part of Chrysler International S.A.
10) United Wholly-owned - part of Chrysler Interna-

## Ownership Status

Wholly-owned - part of Chrysler International S.A.

Wholly-owned (76\% by Chrysler, 24\% by Chrysler France)

Wholly-owned (part of Chrysler International S.A.)
99.6\% owned
" "
tional S.A.
96.9\% owned by Chrysler overseas Capital Corporation

Wholly-owned part of Chrysler International S.A.
$60 \%$ owned by Chrysler International S.A.
$96.2 \%$ owned by Chrysler International S.A.
77.4\% owned by Chrysler International S.A.
99.3: owned.
Exhibit C-5 (continued)

Country
17) Panama
18) Peru
19) Venezuela
20) Canada

Ownership Status
Wholly-owned - part of Chrysler International S.A.
83.2\% owned by Chrysler International S.A.

Wholly-owned.
Wholly-owned.

Source: Chrysler's l0K Report for 1976.

## Exhibit C-6

## Chrysler Corporation

## Unit Sales by Country

| Country | Passenger Cars | Commercial Vehicles | Passenger Cars | Commercial Vehicles |
| :---: | :---: | :---: | :---: | :---: |
| Australia | n/a | n/a | n/a | n/a |
| South Africa | 15,921 | 10,255 | 12,783 | 2,781 |
| Turkey | $\mathrm{n} / \mathrm{a}$ | $\mathrm{n} / \mathrm{a}$ | $\mathrm{n} / \mathrm{a}$ | $\mathrm{n} / \mathrm{a}$ |
| Austria | $\mathrm{n} / \mathrm{a}$ | $\mathrm{n} / \mathrm{a}$ | $\mathrm{n} / \mathrm{a}$ | $\mathrm{n} / \mathrm{a}$ |
| Belgium | 27,178 | $\mathrm{n} / \mathrm{a}$ | 26,032 | $\mathrm{n} / \mathrm{a}$ |
| Denmark | 11,835 | 655 | 8,848 | 808 |
| France | 191,111 | 12,506 | 132,396 | 10,460 |
| Germany,W. | 55,697 | $\mathrm{n} / \mathrm{a}$ | 57,917 | $\mathrm{n} / \mathrm{a}$ |
| Netherlands | 39,579 | 3,468 | 42,932 | 2,744 |
| Norway | $\mathrm{n} / \mathrm{a}$ | $\mathrm{n} / \mathrm{a}$ | n/a | $\mathrm{n} / \mathrm{a}$ |
| Spain | 71,078 | 5,045 | 66,445 | 5,361 |
| Switzerland | 8,871 | 144 | 8,079 | 150 |
| U.K. | 82,905 | 20,132 | 95,436 | 13,441 |
| Argentina | $\mathrm{n} / \mathrm{a}$ | $\mathrm{n} / \mathrm{a}$ | $\mathrm{n} / \mathrm{a}$ | $\mathrm{n} / \mathrm{a}$ |
| Columbia | $\mathrm{n} / \mathrm{a}$ | $\mathrm{n} / \mathrm{a}$ | $\mathrm{n} / \mathrm{a}$ | n/a |
| Mexico | 33,248 | 13,681 | 33,169 | 29,932 |
| Panama | $\mathrm{n} / \mathrm{a}$ | $\mathrm{n} / \mathrm{a}$ | $\mathrm{n} / \mathrm{a}$ | $\mathrm{n} / \mathrm{a}$ |
| Peru | 1,042 | n/a | 1,039 | n/a |
| Venezuela | 29,416 | 12,933 | 31,346 | 7,820 |

Source: World Motor Vehicle Data.

## 4. AMERICAN MOTORS CORPORATION

4.1 RFSEARCH, DEVFLOPMFNT, AND ENGINEFRING ABROAD

AMC does not perform any corporate sponsored RD\&E activities abroad. All RD\&E expenditures made public by AMC have been used to fund RD\&E activities in the United States. These expenditures were:
$\$ 38.5$ million in 1976
$\$ 36.5$ million in 1975
$\$ 35.3$ million in 1974.

Approximately $90 \%$ of these expenditures are for engineering and design activities according to one source.

As far as non-consolidated activities are concerned, one AMC manager noted that affiliated production and assembly companies have performed significant RD\&E work only in Mexico and Korea. In both instances, RD\&E work was aimed expressly at respective local markets and did not have any application for AMC's U.S. operations (see Exhibit $A-1$ ). Also, minor RD\&E work on AMC products was performed in Australia and South Africa, again to adapt the products to specific local environmental circumstances. (See Exhibit A-2 for a summary of RD\&E work at these foreign locations.)
$\frac{\text { Exhibit A-1 }}{\text { American Motors Corporation }}$

American Motors Corporation
Location and Selected Variables of RD\&F
Performed Abroad in 1977
Name Purpose User
VAM (only) (no use Mexico) n.a.
Size
Nature
-support of existing
business.
-commercialized in
less than three
years.

$$
\begin{aligned}
& \text {-support of existing } \\
& \text { business. } \\
& \text {-commercialized } \\
& \text { in less than three } \\
& \text { years. }
\end{aligned}
$$

Exhibit A-2

## American Motors Corporation

## Types of RD\&E Projects Performed Abroad

Location
Type of Project

VAM: engineering work to adapt AMC engines to local pollution control requirements. No application in U.S. (started 1971, "ITU" unit), located at assembly plant.

Korea: to build and develop a unique "Jeep" for Korea that basically violates U.S. standards. No application for U.S. market.

Australia:

South Africa:
strict seat belt regulations required sume special engineering $\nu y$ licensee. No application to U.S. (non-affiliated company).
develop right hand drive for vehicles. No application for U.S. (non-affiliated company).

Source: Company interviews.

### 4.2 PRODUCTION ABROAD

AMC does not have any majority owned plants abroad. The company maintains a few affiliated companies; however, only two affiliates assemble AMC products exclusively (Mexico and Venezuela). Five affiliated companies assemble and/or manufacture AMC products under license with interests in other passenger car lines as well (Argentina, Costa Rica, India, Korea, Venezuela). Also, AMC maintains licensing agreements in Spain and Japan where Jeep products are produced with $100 \%$ local content. In other locations abroad, AMC's production activities are carried out by independent dealer/assemblers with small volumes.

| Exhibit B-1 |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| American Motors Corportation |  |  |  |  |  |
| Location and Type of Manufacturing Activities Abroad |  |  |  |  |  |
|  | Location | Name | Purpose | User | Size |
| (1) | Argentina, Cordoba | IKA-Renault S.A. Argentina S.A. | Manufacturing and Assembly (licensing) | AMC Jeep | (1976)-0-units <br> (1975) 164 units <br> (1976) total output 30,896 units |
| (2) | Australia, Melbourne | Australian Motor Industries, Ltd. | ```Manufacturing and Assembly (indept. licen- sor)``` | Inactive | for AMC/Jeep <br> (1976) total other output 40,201 units |
| (3) | Colombia, Bogata | Leomidas Lara e Hijos | ```Assembly (independent licensor)``` | Jeep | : |
| (4) | Costa Rica, San Jose | Ensambladora Centroamericana S.A. | ```Assembly (independent licensor)``` | AMC |  |
| (5) | Costa Rica, San Jose | Auto Technica S.A. | ```Assembly (affiliated company)``` | Jeep |  |
| (6) | India, Bombay | Mahindra \& Mahindra Ltd. | Manufacturing (affiliated company) | Jeep | $\begin{aligned} & \text { total output (1976) } \\ & 8,079 \end{aligned}$ |


American Motors Corporation
User
Jeep
Jeep
Jeep
$\stackrel{』}{』}$
$\stackrel{\circ}{\circ}$
Q1
』
$\square$
Jeep
$\stackrel{0}{0}$
$\stackrel{\circ}{\circ}$
Purpose
Exhibit B－1
Exhibit B－1 American Motors Cor

|  | Location |
| :---: | :---: |
| （15） | Pakistani，Karuchi |
| （16） | Philippines，Manila |
| （17） | Portugal，Lisbon |
| （18） | South Africa， Vitenhaze |
| （19） | Spain，Zaragoza |
| （20） | Sri Lanka，Colombo |
| （21） | Taiwan，Taipeh |

American Motors Corporation
Size
Exhibit B-1

> Name Thai Yarr Ltd.
User
Jeep
Jeep
дәәц
Assembly (independent distributor/assembler)
Genoto General Manufacturing and re assembly
Manufacturing Turkish Republic
Name
Thai Yarnyon Co.,
Ltd.
Genoto General
Otomotive Sanayi
Ticaret Anonim
Sirketi Otomotive Sanayi
Ticaret Anonim
Sirketi Land Forced
Command
(military only)

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Purpose
Purpose distributor/assem-
(22) Thacation
(23) Turkey, Istanbul Bangkok
(24) Turkey, Istanbum
(25) Uruguay, Montevideo
(26) Venezuela, Mariara
(27) Venezuela,
Tejerias Edo Aragua
(28) Bangladesh,
Source: -Company interviews.
$\begin{array}{ll}(1975) & l 259 \text { units } \\ (1975) & \text { total output } \\ & 7237 \\ (1975) & 4537 \text { units }\end{array}$

AMC Jeep Jeep

(firy of AMC)
Jeep de Venezuela
Constructora
Venezulana

## Assembly

Assembly
Assembly
(fully owned sub-
sidiary of AMC)
Assembly
(independent
dealer/assembler)
Pragoti Indus-
tries, Ltd.
都
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Ј

### 4.3 SALES AND MARKETING ABROAD

AMC presently maintains only one fully-owned marketing unit abroad (Jeep Venezuela S.A.). However, affiliated companies can be considered marketing units in a large sense. (See Exhibit C-l).

By and large, AMC depends on independent distributors in each country for its marketing activities. At the end of 1977, AMC products were sold in more than 100 countries.
Exhibit C-1
American Motors Corporation
Location and Purpose of Sales/Marketing Operations
Abroad in 1977
Purpose
Marketing of locally assembled AMC passenger cars and Jeeps
(affiliated company).
Marketing of locally assembled
Marketing of locally assembled Jeeps (affiliated company).
Unknown (affiliated company)
 Jeeps (affiliated company).
 Jeeps (affiliated company). Marketing of locally manufactured and assembled AMC cars and Jeeps
 (affiliated company, inactive since Marketing of locally assembed Jeeps (owned subsidiary of AMC wholly). Jeep de Venezuela S.A.
Name
 Willys Motors (Australia) Pty., Ltd.
Inactive subsidiary. (affiliated company) (affiliated company,
l977).
$\frac{\text { Location and Purpose of Sales/Marketing Operations }}{\frac{\text { American Motors Corporation }}{\text { Abroad in } 1977}}$
Shin Tin Motor Co., Ltd.

> Auto Technica S.A.
Financiera de America S.A.

## Mahindra \& Mahindra

Vehiculos Automotores
Mexicanos, S.A. de C.V.
Constructura Venezulana de Vehiculos, C.A.
Location
Argentina
Australia
Costa Rica
Costa Rica
India
Korea
Mexico

Venezuela

Exhibit C-1 (continued) American Motors Corporation

## Purpose <br> -(Kueduros pə7eṭt?fまe) <br> Unknown

Name
seวexeว dəə!

Numerous independent distributors and dealers in many countries.

Source: Company interviews.
Location
(10) Venezuela

PART TWO

AGGREGATED DATA ON THE MULTINATIONAL DIFFUSION OF PRODUCTION AND SALES OPERATIONS OF THE GENERAL MOTORS CORPORATION, FORD MOTOR COMPANY, AND CHRYSLER CORPORATION.

In Part Two, the data come from the databank of the Harvard Business School's Multinational Enterprise Project. Special programs were written to access the data for General Motors, Ford, and Chrysler Corporation and to format the data for variables related to principal activity, location, size, ownership, markets, etc.

AMC is omitted since its multinational diffusion is considerably limited, especially relative to the other three U.S. automotive producers.

In every exhibit, the data represent the number of foreign subsidiaries for various variables. For example, Exhibit $l$ of Part Two shows the number of foreign subsidiaries "alive" (still operating) in 1976 for several different activities (manufacturing, sales, etc.)

The term "latest" refers to 1976.

The term "at entry" refers to when subsidiaries joined their respective multinational systems.

The term "existed" refers to when subsidiaries left the multinational system.

The term "other" refers generally to nonmanufacturing and non-sales subsidiaries that are essentially financial subsidiaries or subsidiaries established for parts distribution and warehousing.

The term "unknown" refers mainly to extremely small sales subsidiaries with sales of less than $\$ 1$ million, according to the Harvard Project's data coordinator.


#### Abstract

Finally, please note that subsidiaries under the R\&D category register zero in all exhibits of Part Two. The zero result means no subsidiary has been created or acquired abroad whose sole or primary purpose is to perform research and development. This conforms with our findings discussed in the Report on the Evaluation of R\&D Abroad (Report \#2). Separate subsidiaries have not been formed by the major U.S. automotive producer, though U.S. multinationsls in other industries have created them, for $R \& D$ purposes. However, other data from our research and the HBS databank show R\&D has been performed abroad within (and secondary to) subsidiaries established primarily for manufacturing purposes.


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Exhibit 4
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Exhibit 5 continued


## Exhibit 5 continued



Exhibit 5 continued


# Exhibit 5 continued 

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## Exhibit 5 continued

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Exhibit 5 continued



## Exhibit 5 continued

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FINANCE CATEGORY

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# Exhibit 5 continued 

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Exhibit 5 continued



## Exhibit 6

Total Subsidiaries by Principal Activity and the Number of Employees in 1976

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Exhibit 7
Total Subsidiaries by Principal Actıvity and percentage of Ownership at Entry

Exhibit 7A Total Subsidiaries by Principal Activity and Percentage of Ownership in 1976


## Exhibit 8

## Latest Ownership of Subsidiary by Country of Incorporation



## Exhibit 8 continued



Exhibit 8 continued


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408 IRELAND
409 UNIIFI KINGDOM
$\$ 10$ AUSTPIA
411 CYPRUS
412 FINLAND
$\$ 12$ GFEFCE
414 ICELAND
415 LJECHTENSTEIN
416 MALTA
417 MORACO
419 MOUWAY
419 YORTUGAL
420 SPAJN
421 SUEOFN
122 SUJIZERLAND
501 ALBANIA
502 ANDORRA
503 HULOAARIA
504 CZECCHOSLOVAKIA
506 GIBRALTAR
507 HHNGAKY

509 RIMANIA
510 SAN MAHINM
511 USSP (HUSSIA)
512 YIIGOSLAVIA
602 IRAN
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## Exhibit 8 continued





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## Exhibit 8 continued

Exhibit 8 continued

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Exhibit 9
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## Exhibit 10

Total Subsidiaries by Geographic
Location and Principal Markets in 1976

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\section*{Exhibit 10 continued}




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\hline 825 & printucirise：GUIN \\
\hline 827 & Revoldaid \\
\hline 8： 4 &  \\
\hline \(62 \%\) &  \\
\hline 831 & Sratcial， \\
\hline 8） 1 & SICFMA SFONE \\
\hline 832 & \(\therefore \mathrm{A} \% 11 . \mathrm{Aln}\) \\
\hline 833 & 18：2A IA \\
\hline Bi4 & T0心\％ \\
\hline \(8 \geq 5\) & HGA！いA \\
\hline 834 & uppier Vglata \\
\hline 837 & 2A～E1A \\
\hline 83\％ & COWCH，HELGIAN \\
\hline 83न & はとn，Culdg（LAI \\
\hline 83 ？ & 2A1FF 1HED．OP \\
\hline A34 & NaUGASCAK \\
\hline 96.1 & A＇GFICAN SAMOA \\
\hline 912 & HFIIJEH SOIDHON \\
\hline 913 & バい世ど \\
\hline 96． & 13110．\({ }^{\text {a }}\) \\
\hline 915 & CAharria \\
\hline \(9(5\) & Clilima（Nathlamm \\
\hline 961 & CUllat（1atinan） \\
\hline 9（：7 & lainnta \\
\hline  & ト1）1 \\
\hline 91） & トH5r．Ch POLアNES \\
\hline 910 &  \\
\hline 911 & H0VG kGI．G \\
\hline 9：2 & 1－UDNESIA（2NO \\
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\end{tabular}
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\section*{Exhibit ll}

Total Subsidiaries by Geographic
Location and Principal Customer
of Sales in 1976
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Exhibit ll continued


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\section*{Exhibit ll continued}
\begin{tabular}{|c|c|}
\hline cols & Cojeftry \\
\hline 410 & 9, 13: 4 \\
\hline 417 & NJ.alco \\
\hline 414 & miden \\
\hline 41. \({ }^{\text {a }}\) & Di)mudgal \\
\hline 42, & Spaby \\
\hline 421 & Sincuta \\
\hline 422 & Svildembano \\
\hline 50! & Alatinta \\
\hline 5ue & ancoura \\
\hline Su3 & bulgiahia \\
\hline 501 & CLEChustovakia \\
\hline 505 & creruair (EAST) \\
\hline 500 & Gitarltar \\
\hline 507 & hildgapy \\
\hline 50.3 & Hotiato \\
\hline \(50 \%\) & Htaitia \\
\hline 510 & SAn maklino \\
\hline 511 & USSh (Russia) \\
\hline 512 & yuguslavia \\
\hline 601 & Aloctia \\
\hline 602 & 129N \\
\hline 603 & 1FA\% \\
\hline 604 & xunali \\
\hline ofs 1 & llira \\
\hline 60t. & catbe \\
\hline 607 & 5:Mul 4 Rabja \\
\hline  & Sは1介 \\
\hline -63 & tflcial, States \\
\hline 610 & Hक.4ta) \\
\hline 611 & CHas \\
\hline 612 & Ollifar \\
\hline 61; & Lubas \\
\hline 611 & 1StuEl \\
\hline 615 &  \\
\hline 615 & L.EHASOCO \\
\hline 617 & minls \\
\hline 619 & MaURITJANA \\
\hline 619 & rojeucco \\
\hline 620 & VUSCAT AND OMAN \\
\hline 621 & H: 16 ct \\
\hline
\end{tabular}
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Exhibit 11 continued

\begin{tabular}{|c|c|}
\hline CODF & C（1）NTRY \\
\hline 815 & CidA．iA \\
\hline 616 & rulefor \\
\hline 817 & IVIMC Cliast \\
\hline 618 & Keir \({ }^{\text {cha }}\) \\
\hline 819 & 1．6 Sutus \\
\hline 520 & 1．1Ar．fita \\
\hline 821 & Matsicinis replial \\
\hline 822 & ciAAr．l \\
\hline \(8<3\) & MAtrIT」US \\
\hline 824 &  \\
\hline 625 & 1．J Gefica \\
\hline 926 & अいRTUCi）ESF．GIJIN \\
\hline 82.7 & HE：UyJfor \\
\hline \(6 \%\) \％ & RU心吅号 \\
\hline 529 & SAり TITHE AND PR \\
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\end{tabular}


\footnotetext{


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 902 14fillati SOLOMON
903 hRUREJ


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 910 G14：

912 J．UOIAE SLA（2：0
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Exhibit ll continued
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\begin{tabular}{|c|c|c|c|c|c|c|c|}
\hline Activity & Manufacturing & R\&D & Sales & Other & Unknown & Exited & Total \\
\hline \multicolumn{8}{|l|}{Sales to Parent and other affiliates} \\
\hline <10\% & 47 & 0 & 27 & 3 & 1 & & 78 \\
\hline 10\%-50\% & 16 & 0 & 1 & 1 & 0 & & 18 \\
\hline 750\% & 14 & 0 & 1 & 0 & 0 & & 15 \\
\hline Unknown & 47 & 0 & 77 & 39 & 19 & 79 & 261 \\
\hline Total & 124 & 0 & 106 & 43 & 20 & 79 & 372 \\
\hline
\end{tabular}
Exhibit 12 Total
Total Subsidiaries Classified by Principal Activity and Sales to Parents in 1976

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[^0]:    ${ }^{l_{\text {Ford }}}$ Motor Company, Annual Report, 1976.
    ${ }^{2}$ A marketing unit is a separate entity, in a legal or organizational sense, with responsibilities for at least one marketing activity (sales, distribution, advertising, marketing research) for a given territory.
    ${ }^{3}$ The exception is Austria with two marketing units.

[^1]:    Engineering Center Poissy, France
    (3) Chrysler France France

[^2]:    l $_{\text {"Chrysler-Mitsubishi Swap Service Tutors", }}$ Automotive News, December 20, 1976, p. 12.

[^3]:    *Associated Company-15\% ownership.

[^4]:    *Associated Company-15\% ownership.

[^5]:    $l^{\prime}$ Chrysler and the World", Automotive Industries, July 1, 1971, p. 47.
    ${ }^{2}$ Information gained from personal interviews at Chrysler.

[^6]:    $\begin{array}{r}\vdots \\ \vdots \\ \vdots \\ \vdots \\ \vdots \\ \vdots \\ \vdots \\ \vdots \\ \vdots \\ \hline\end{array}$

[^7]:    

[^8]:    panaMa
    putihto
    PUE:HTO RICO
    ST: KITTS=NEVIS
    Sr: LUCIA ST: VINCENT NNNNN

[^9]:    626 TUNISIA
    627 TUHKFY
    628 EGYYT CUNTTED A
    629 UNIIGK ARAB RF.P
    623 YEAFN
    701 AFGHAHISTAN
    702 CEYLUH
    703 JNDIA
    701 MALDIVE ISLAND
    705 NFPAL
    706 PAKISTAN
    01 SEYCHELLES
    08 SJKKIM
    BANGLADESH
    800 AFHICA (N.F.S.)

