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LADB Staff

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Weak Economy Depressed Domestic Auto Sales in 1993

by LADB Staff

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In early January, two major motor vehicle producer associations confirmed that domestic sales of new passenger cars and trucks declined sharply during 1993. In an interview with *La Jornada* newspaper, Tomas Garcia, an executive with the Mexican Automobile Distributors Association (Asociacion Mexicana de Distribuidores de Automotores, AMDA), estimated that only about 600,000 new motor vehicles were sold during the year, roughly a 12% decline from the 665,000 units sold in 1992.

Garcia attributed the drop in sales to a slowdown in the national economy, which resulted in reduced consumer purchasing power. In late January, the Mexican Automobile Industry Association (Asociacion Mexicana de la Industria Automotriz, AMIA) issued a separate report indicating that sales of passenger cars during January-November amounted to less than 327,000 units.

Passenger cars comprise about 66% of all motor vehicles sold in Mexico, while gasoline-fueled trucks account for almost 29%, diesel-fueled vehicles another 4%, while tractor trailers and buses each comprise 1% or less of production. Of the cars sold during January-November, roughly 38% were produced by Volkswagen, 21% by Nissan, 15% by Chrysler, and 13% each by Ford and General Motors.

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