



**SEES FOREIGN CARS**—Henry Ford II, president of Ford Motor Co., and Board Chairman Ernest R. Breech, left, stand next to the company's new economy car, the Falcon, which went on display in dealers' showrooms Oct. 8. Ford said that introduc-

tion of the new American-built economy cars eventually will virtually eliminate the use of small foreign cars for basic transportation in the United States.

—(UPI Telephoto)

## Ford Sees Virtual Elimination Of Small Foreign Cars in U.S.

By JACK VANDENBERG  
UPI Automotive Editor

Detroit—UPI—The president of Ford Motor company said today the introduction of new American-built economy cars eventually will virtually eliminate the use of small foreign cars for basic transportation in the United States.

Henry Ford II told United Press International in an interview that he expected the new American economy cars to slash sales of the European imports by 20 per cent in the next year and to continue to cut them down until only European sports and luxury cars sell in any volume.

The best-selling imports of recent years, the Volkswagens, Renaults etc., will fade before the competition of the new small American cars, he said.

Based on last year's sales figures, elimination of the "basic transportation" group of imports, could eventually cut European car sales in the United States, now estimated at 550,000, to about 82,500.

However, Ford said American-built cars, especially the economy cars, would fare no better in Europe than European cars will in the United States.

American manufacturers will never regain the market they had for their cars in Europe four or five years ago," he said.

Most Europeans could not afford to buy the larger American cars, even the economy cars, and American manufacturers could not af-

ford to build a car to compete with the small European cars in their own market because of labor costs piled on top of tariff barriers.

American manufacturers, he said, unquestionably will expand their production facilities in various foreign countries to produce cars specifically designed for the foreign markets. This expansion in plant facilities in foreign countries will be used to make up for the loss of sales of American-made cars to these countries.

**Public's Need Met**  
Ford said he believed the foreign car invasion of the American market would be halted because American producers were now offering cars to meet every need of the American public.

Because of this blanket coverage of the American market, Ford said he did not anticipate any future change in the number of cars offered to the American public.

If there is any change, it will be a contraction, not an expansion, he said.

"I don't think there will be any more new types of automobiles, in the sense of economy cars, offered by the industry in the future," he said.

"There may well be some shifting of emphasis in various lines, but no new concepts."

Other manufacturers might adopt the concept of Ford's Thunderbird and add a car similar to it to their lines but this would merely be more widespread offerings of

the same type of car, not the offering of a new type car, he said.

The only possible exception Ford foresaw to his statement about no more new types of car—and that was a slim one—was the addition of a two-passenger luxury car, similar to the Thunderbird which Ford built until 1957.

"There may be a market for a two-passenger luxury car in the future, but I don't believe there is today," Ford said. "With the public as economy conscious as it is now, I don't believe enough motorists would be willing to sacrifice the added utility of a four-passenger car for the slight savings involved in building a two-passenger model."

**Sales Above Expectations**  
The youthful auto company president said it was "too early to predict" exactly where the volume sales will fall in the market now that the economy cars have been added but he admitted economy car sales were "better than we had expected."

The decision on whether to continue the lineup of cars in their present relationship to one another, he said, would depend upon what happens in the market this year.

"The whole industry is very unsure of just what is going to happen in the months ahead," he said. "We have no plans to shift emphasis in any area at the present time but we are in business to produce what the public wants. If we see a need for a shift, we'll make it."



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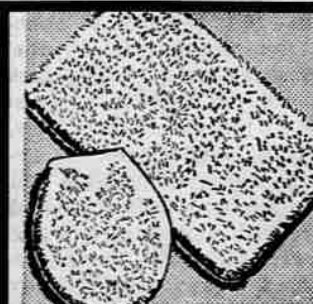
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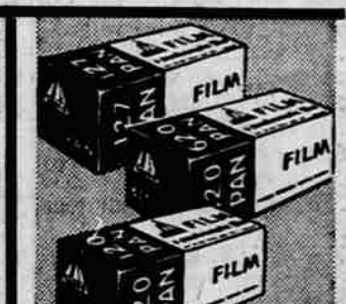
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