

THE CHANGING MARKET

Remember when?

- Just a few body styles—sedans, coupes, wagons, convertibles.
- Just three reasonably well-defined price categories:
 1. The low-priced three:
Chevrolet, Ford, Plymouth.
 2. The mid-range:
Pontiac, Oldsmobile, Buick, Mercury, Dodge.
 3. The luxury & prestige class:
Cadillac, Lincoln, Chrysler.

In the late 1940's:

- A mechanical bug inched its way across the land from east coast ports.
- In 1950, 16,000 import cars were registered in the U.S.—mostly Volkswagens.

During the 1950's:

- The seeds of change were already planted. Perhaps we didn't notice, but...
- By 1959, 614,000 import cars were registered... a 4000 percent increase in just nine years... establishing a 10% share of the total market.

The 1960's brought:

- Even more rapid change: consumerism, environmentalists, conservationists.
- Sweeping new legislation and regulation of the automotive industry.
- By 1969, import sales almost doubled in a decade, accounting for 1.1 million registrations... but rose only 1% in market share.

The promise of the 70's:

- In 1973, imports captured 15% of the U.S. market... with cars that were small and fuel efficient.
- Nearly 40 foreign nameplates competing for the favor of a large emerging new group of consumers.
- General Motors and Cadillac responded to the move to smaller cars with Seville, leading the way for a new generation of trimmer, more fuel efficient Cadillacs.

Meeting the Challenge of the '80's:

- As the 80's begin, import sales are encroaching Cadillac's home turf... by 1980, import sales in the high group jumped to over 20 per cent.
- Cadillac is fighting back with fuel efficient diesel Cadillacs, V6 Cadillacs, V8-6-4 Cadillacs... and now, the Cimarron.