



Cars.com ‘Made in America’ Ratings not an Accurate Portrayal of Domestic Manufacturing

Washington D.C. (July 2, 2012) – The American Automotive Policy Council (AAPC) today provided facts and data to highlight the deep flaws in [Cars.com](#)’s latest “American Made” index.

“Once again, [Cars.com](#) has released its “American Made” ranking and once more it is deeply flawed,” said Governor Matt Blunt, the President of AAPC.

Governor Blunt noted that some foreign auto manufacturers have initiated marketing campaigns in which they have used this flawed data to assert many of their models are more American than those of Chrysler, Ford, and GM.

“Such claims are untrue,” Blunt said. “The truth is: Three of the 16 major automakers doing business in the U.S. – Chrysler, Ford and GM – produce more than half the cars assembled here, use twice as many U.S. parts per vehicle than their competitors, are headquartered in the U.S. and employ two-thirds of America’s autoworkers.”

While the American auto industry’s foreign competitors take advantage of a flawed methodology used by [Cars.com](#) to “grade” the extent to which a car is made in America, the AAPC has provided fact-based information that has discredited their index. For example, this flawed approach allows the Camry, a car made by Toyota to outrank American-made Chrysler, Ford and General Motors vehicles, despite the fact that these American automakers each manufactured more vehicles here last year, bought more U.S. parts last year, conducted more R&D here, and based four times more of their global workforce here.

Various strategies used by [Cars.com](#) in the creation of their ranking are also flawed. For example, sales volume is not relevant with regard to whether a vehicle is more American. Additionally, the rankings minimize the domestic purchase of parts and supplies by Chrysler, Ford and GM. In reality, GM alone buys as many U.S. parts as Toyota, Honda, Nissan, Subaru, Mitsubishi, Isuzu and every other Japanese automaker, combined.

The [Cars.com](#) ranking also fails to take into account the headquarter location of the companies that make the vehicles it reviews. Chrysler, Ford and GM are headquartered in America, where most Research & Development is done, and base 8 times more of their workers here than Nissan, Toyota, Honda, BMW, Mercedes and VW do. Many of those workers are employed in high skill, good paying positions such as Research & Development roles. The U.S. auto industry spends more on R&D per year than the Software & Computer Services and Electronic & Electrical Equipment industries combined. GM and Ford alone spend more on domestic R&D than Intel, Boeing, Google, H-P, Apple and Exxon Mobil put together. Such domestic investment should be

considered as part of the Cars.com rankings.

Focusing on sales volume ignores the fact that one and a half times more of the vehicles Ford, GM and Chrysler sell in the U.S. are made in the U.S. than their foreign competitors, on average. Eighty-two out of 100 vehicles sold by Chrysler, Ford and GM vs. 55 of every 100 vehicles sold by foreign competitors.

“Chrysler, Ford, and GM consider the term “American Made” more than a marketing slogan,” Blunt said. ““Made in America’ is part of who we are and what our companies stand for. We take pride in that these great American companies and their suppliers are responsible for making the auto industry America’s leading exporter and that as an industry, we support nearly 8 million U.S. jobs, and are expected to hire as many as 34,000 more workers over the next five years.”

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The American Automotive Policy Council, Inc. (AAPC) is a Washington, D.C. association that represents the common public policy interests of its member companies Chrysler Group LLC, Ford Motor Company and General Motors Company.