The Future of the Automobile Industry

Based on "Markets After the War" by the U. S. Department of Commerce.

High level of productive employment after the war would result in gross national product of $165 bil. (at 1942 prices).

At this level of income we would want on the road in 1945 about .......... 32 mil. cars

In 1941 - 27 mil. cars
Mortality: 1941-45 - 7 mil. cars

Remaining on road in 1945 ............ 20 mil. cars

To be produced .......................... 12 mil. cars

To "build up" to this level, at the same time taking care of current replacements, would require an output of over 6 million cars a year for about 4 years. This equals the peak rate reached momentarily in April 1937, including production for exports.

The actual number of cars to be needed will depend, of course, on the duration of the war.