

## The Future of the Automobile Industry

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

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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 out-  
put 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.