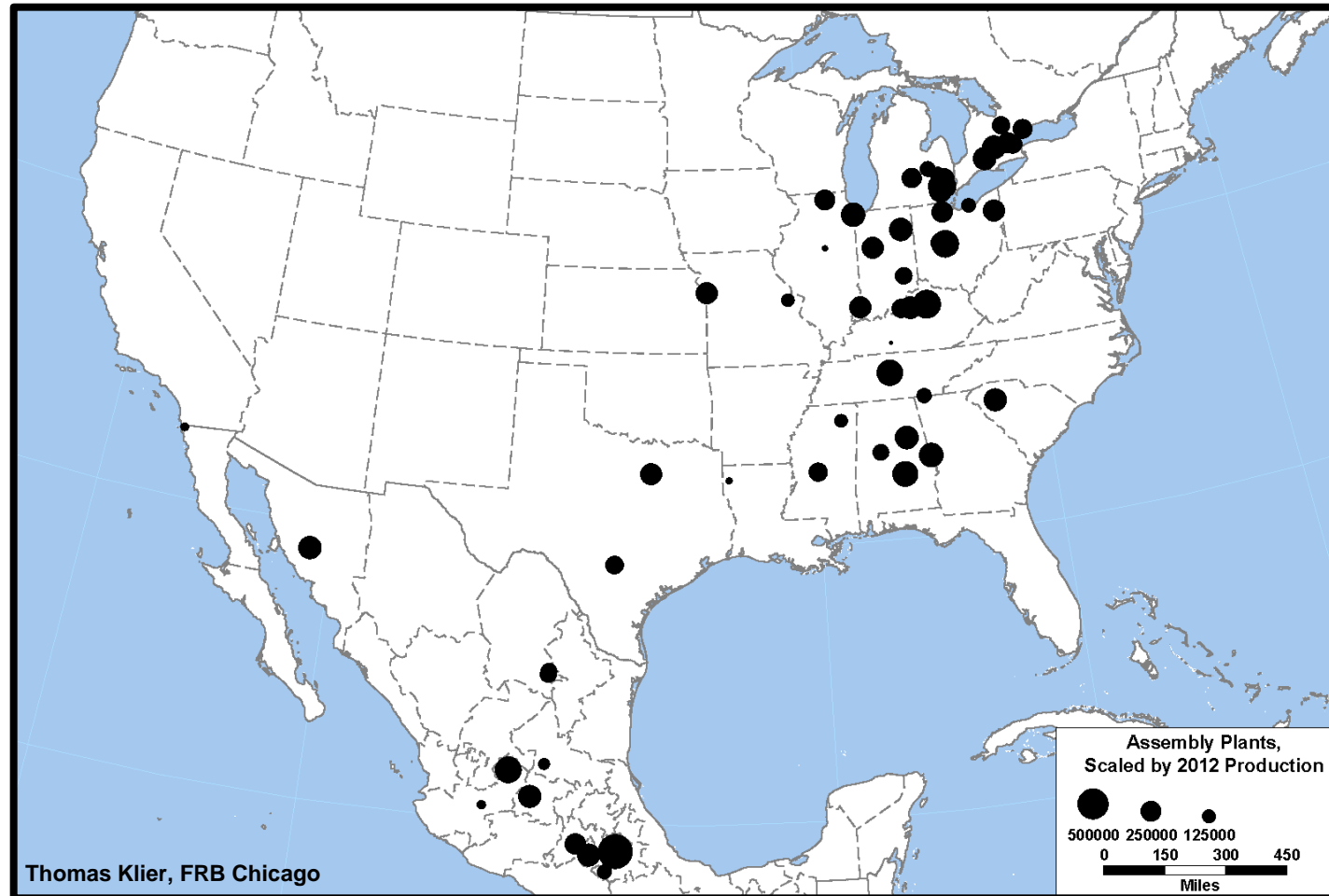


# **The growing importance of Mexico in North American Auto Production**

**Detroit, MI  
May 30, 2013**

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# North America: LV production map



2012

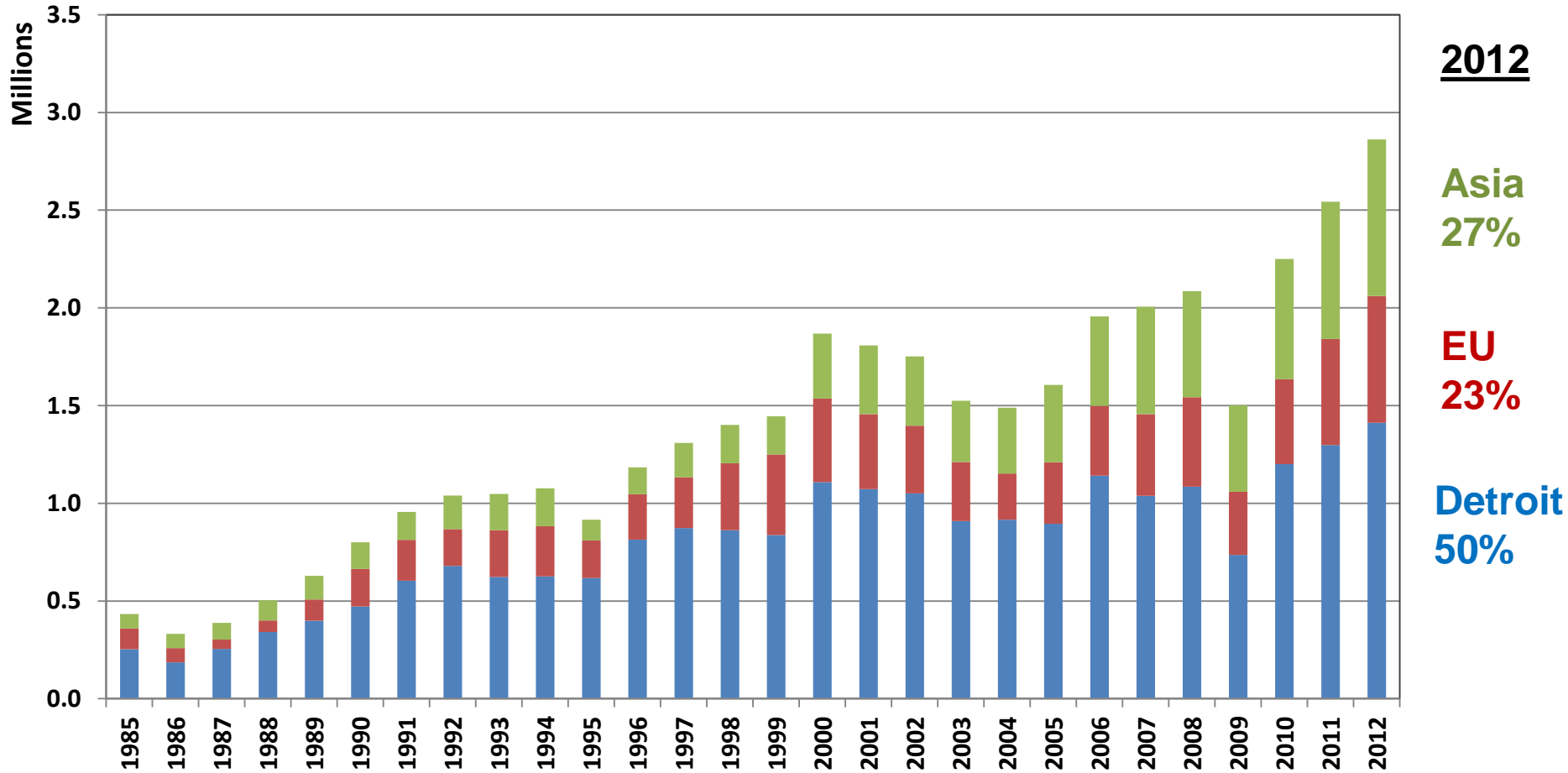
# Within N. America, gains for Mexico

## Share of light vehicle production

Country	1990	2007	2012
Canada	16	17	16
Mexico	6	13	19
U.S.	78	70	65
N. America	100	100	100

# Volume up strongly, Detroit share down

## Light vehicle production in Mexico



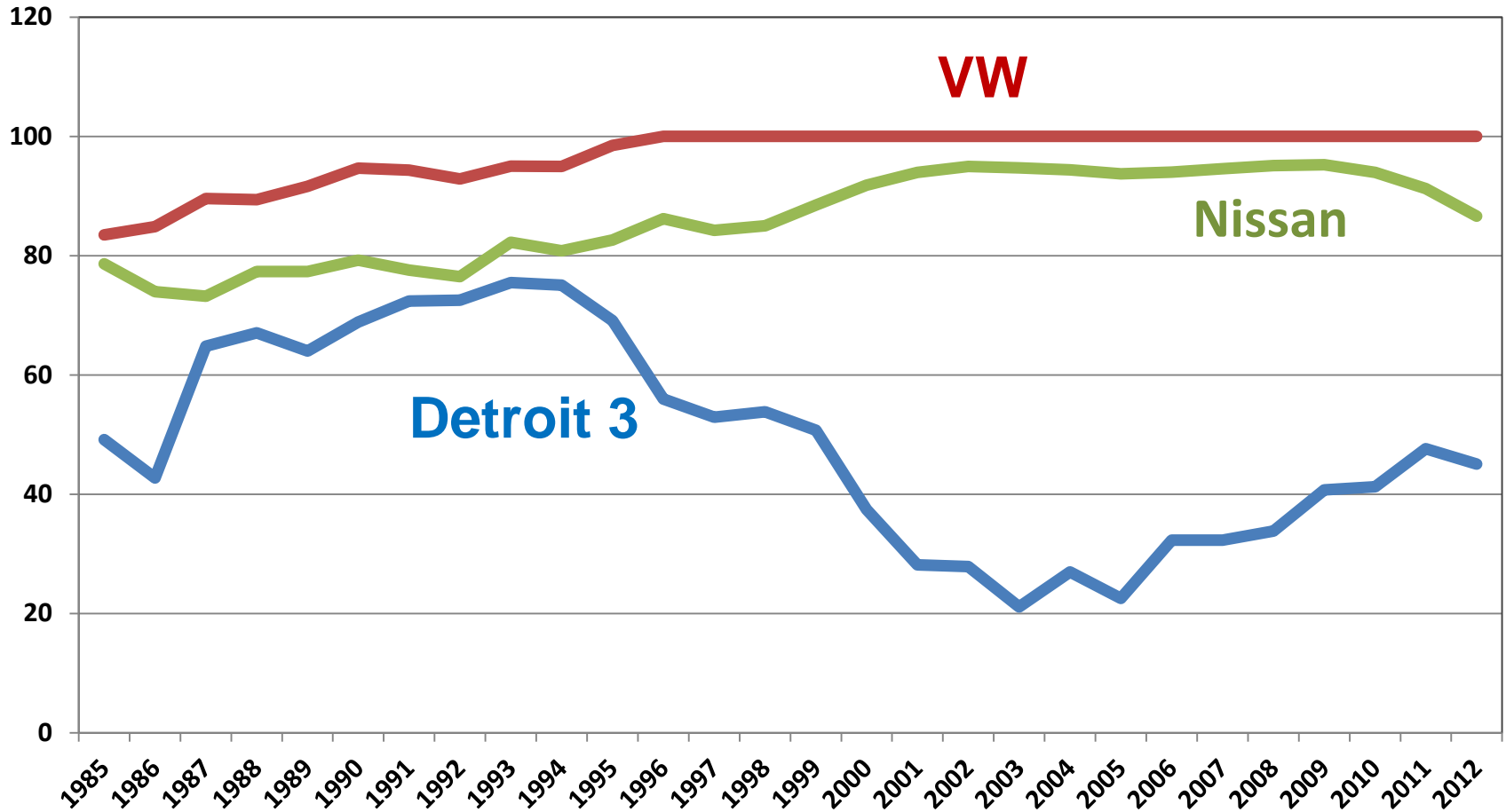
Production has increased by 2.4 million units since 1985

# Big 5 producers in Mexico

Company	2012		
	Share of Mexican LV production	Leading product	Model Production
GM	20%	Silverado/Sierra	270,000
Ford	16%	Fusion	285,000
Chrysler	15%	Ram Pickup	181,000
VW	21%	Jetta	497,000
Nissan	24%	Versa/Tiida	297,000

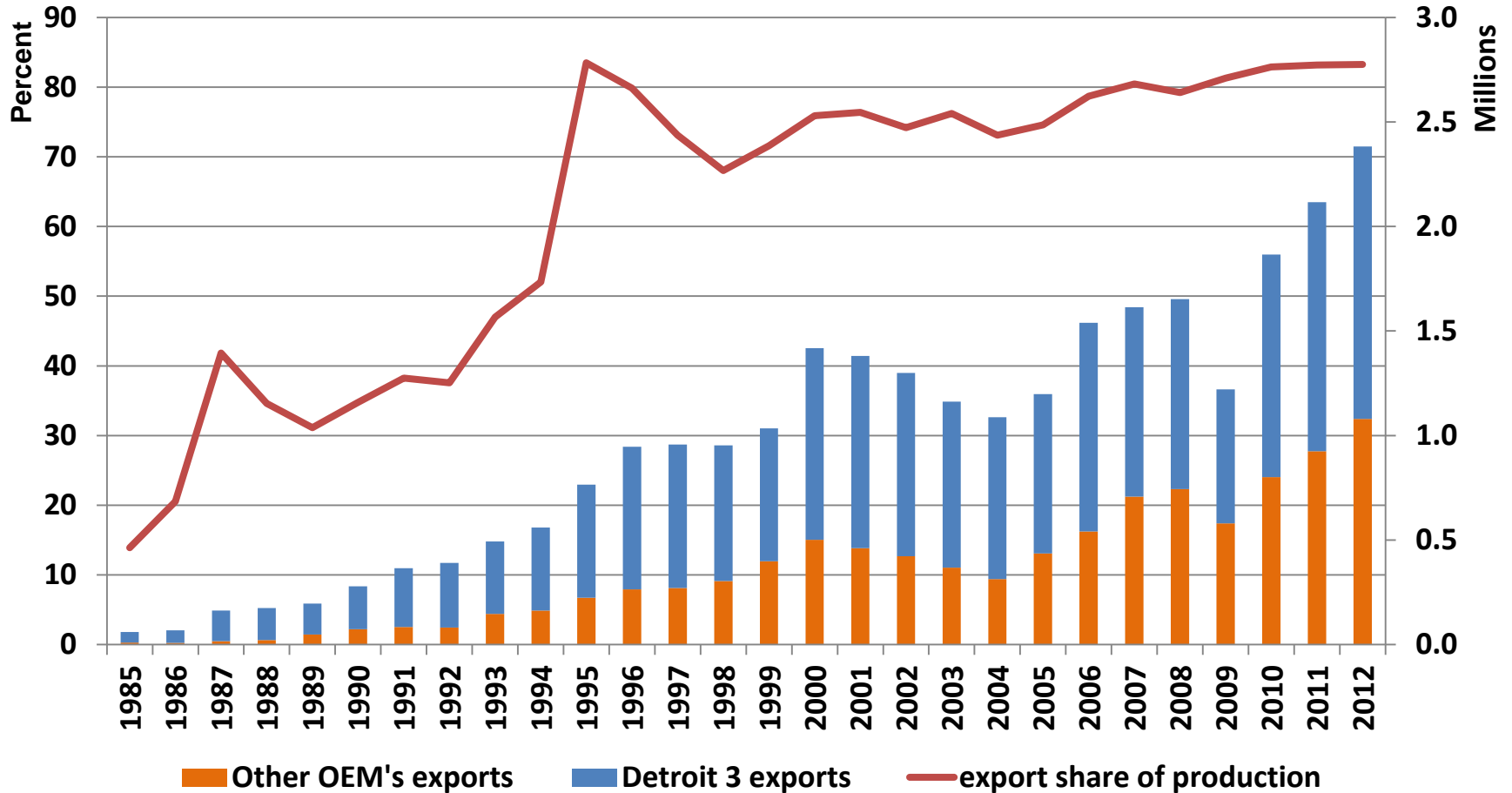
# Production mix varies

## Car share in light vehicle production in Mexico



# Exports drive Mexico's growth

## Mexico's light vehicle exports



Exports have increased by 2.3 million units since 1985

# Why Mexico as export base?

- Low labor cost: Mexico vs China
- Exchange rate
- Trade agreements
- Growing demand for small cars
- Geography
  - US vs Mexico
  - Asia vs Mexico





# Big 5 exporters from Mexico

Company	2012		
	Share of its Mexican production exported	Main segment	Share of company exports
GM	82%	Pickup	62%
Ford	96%	Midsize car	66%
Chrysler	92%	Pickup	40%
VW	86%	Small car	100%
Nissan	68%	Small car	87%

# Exports go north and south

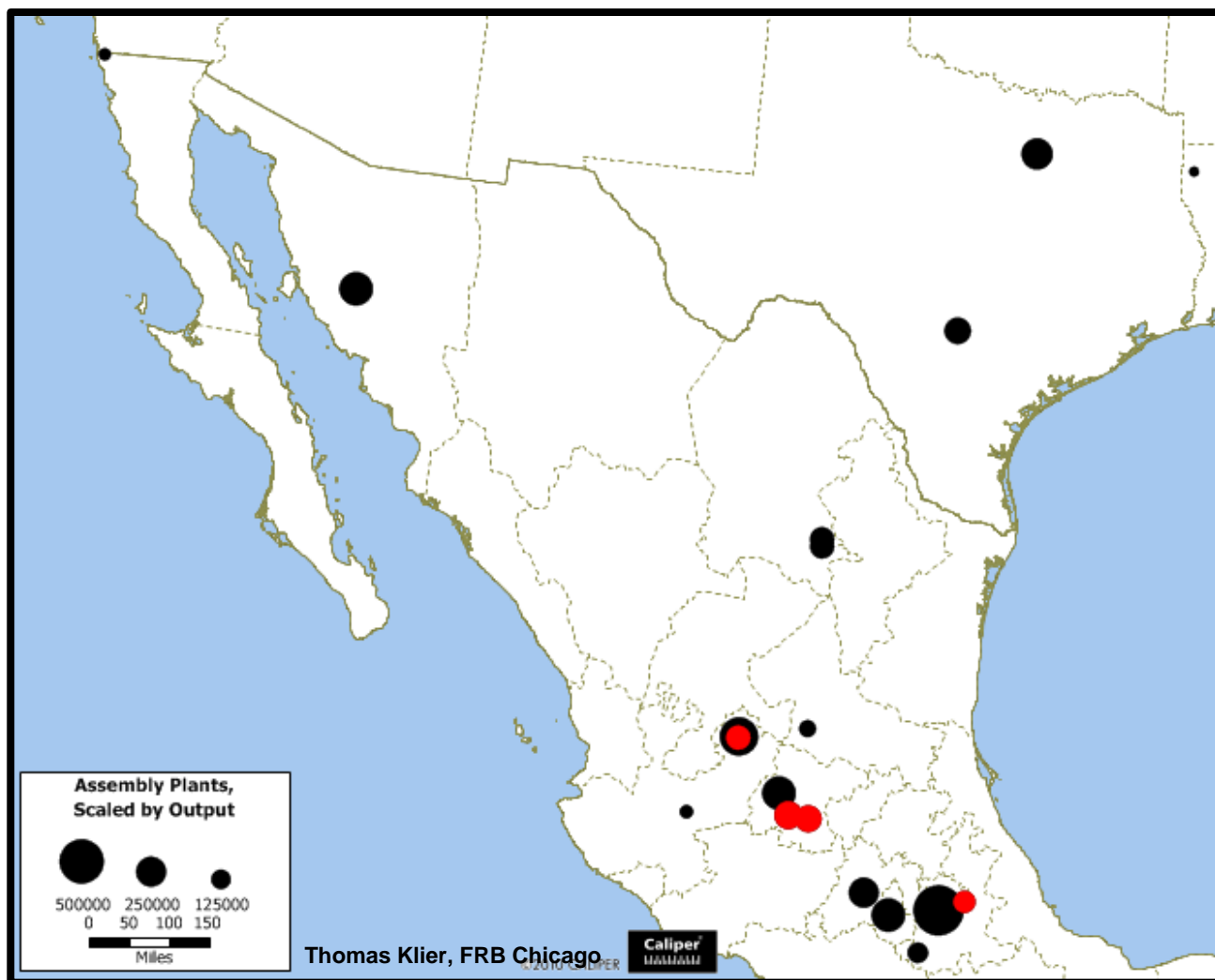
## Vehicle exports from Mexico by destination

Region	2012 export share
NAFTA	71%
Latin America	16%
Europe	9%
Africa	2%
Asia	2%

In 2012, 83% (2.38 million units) of Mexico's LV production was exported.

# Mexico's auto footprint is growing

Four LV assembly plants under construction (in red), all by overseas producers



# Summary

- **Within North America, Mexico's share of light vehicle production continues to grow.**
- **Mexico plays a different role for Detroit and overseas producers.**
- **Nearly all of Mexico's incremental production volume since 1985 is due to growth in exports.**
- **Foreign headquartered producers are driving the current increase in Mexico's vehicle exports.**