

AIADA

Established in 1970, AIADA is and continues to be the only association whose sole purpose is to represent America's 10,000 international nameplate automobile franchises that sell and service the following brands in the United States: Acura, Aston Martin, Audi, Bentley, BMW, Ferrari, Honda, Hyundai, Infiniti, Isuzu, Jaguar, Kia, Land Rover, Lexus, Maserati, Maybach, Mazda, Mercedes, MINI, Mitsubishi, Nissan, Porsche, Rolls Royce, Saab, Scion, Smart, Subaru, Suzuki, Toyota, Volkswagen, and Volvo. These retailers have a positive economic impact both nationally and in the local communities they serve, providing more than 500,000 American jobs.

Learn more about AIADA and the issues we follow at www.AIADA.org. Contact us at 1-800-GO-AIADA or gr@aiada.org for more information.



AmericanInternational AutomobileDealers

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**DON'T SLAM
THE DOOR**
on the global economy!



**MYTH
BUSTING
FACTS
INSIDE**

A protectionist movement is on the rise.
That's why it's important to know the truth about trade.

The economic environment has undergone serious change, and people's attitudes and motives have changed with it. As the

United States works its way out of an economic crisis, some Americans are growing more concerned about "protecting" our nation from international trade. The American International Automobile Dealers Association (AIADA) wants to unravel a few key myths that are fanning those protectionist flames.

the myth

Only American Brands are "American-Made"

Through media and advertising, many consumers have been trained to think of Detroit-brand vehicles as the only "American-made" cars and trucks.

the truth

International automobile manufacturers have more than **70** manufacturing facilities and plants in the U.S., employing **97,700** Americans and pumping some **\$40 billion** into those facilities over the last 30 years. Manufacturers are also expected to put another **38,600** Americans to work in their facilities and plants by 2016.

International auto companies spent **\$46 billion** on parts and materials from U.S. suppliers in 2007.

Analysts predict that in 2010, more than **1/2** of the vehicle brands assembled in the U.S. will be built by Asian and European companies.

the myth

Buying an "Import" Brand Car is Un-American

There are those who believe that buying an import brand vehicle is unpatriotic and that only foreign carmakers benefit from the sale of their brands.

the truth

International nameplate dealers are Americans who employ Americans and support American communities. Nearly **10,000** franchise dealerships in the U.S. employ roughly **500,000** Americans.

More than **50 percent** of international makes sold in the U.S. are also built here. Toyota's Camry earned the Most American Car award in 2009 from Cars.com.

the myth

Trade is a Four-Letter Word

When our country experiences difficult times, some people seek to disengage from the global community altogether. But globalization is happening around the world, whether or not the United States participates.

the truth

While the U.S. sits on three pending free trade agreements – with Panama, Colombia, and South Korea – other countries are developing new FTAs with these nations.

U.S. failure to act on its FTAs with Colombia and South Korea, while other countries choose to move forward with their new agreements could cause the loss of **\$40.2 billion** in exports and **383,400** American jobs.

The world Gross Domestic Product would increase by **\$2 trillion** if all trade barriers were eliminated, and the U.S. GDP would be **\$497 billion** higher.

the myth

"Buy American"... Don't Buy It

Protectionism is creeping up all over America, but choosing to turn inward during the free enterprise debate is not the solution to global trade concerns.

the truth

Should other countries retaliate against our "Buy American" provisions – like those in the stimulus package passed in February 2009 – estimates show that it could lead to the loss of **176,800** net jobs in the U.S.

To date, members of Congress have inserted more than **90 pieces** of "Buy American" language into federal legislation that usually has nothing to do with trade relations.

The vast majority of the world's consumers live outside of the U.S. In fact, **95 percent** of them do.

LEAVE THE
DOOR OPEN
TO GLOBAL
TRADE.

