

REMARKS FOR THE VISIT TO

THE KATSUMATA GROUP (FORD

FEBRUARY 9, 1994

DEALERSHIP)

**I WANT TO THANK MR. KATSUMATA FOR
SHOWING ME AROUND THIS BEAUTIFUL SHOWROOM.
WHAT WE ARE SEEING HERE TODAY -- THE SALE OF
AMERICAN MADE FORD PRODUCTS ALONGSIDE
JAPANESE PRODUCED CARS -- HAS DEEP HISTORICAL
ROOTS. THE KATSUMATA FAMILY WERE PIONEERS.
THEY SAW THE NEED TO SELL AFFORDABLE CARS TO
JAPANESE CONSUMERS AND BROUGHT THE FAMOUS
MODEL A FORD TO THIS MARKET. THIS WAS STOPPED
BY THE WAR, BUT TODAY WE ARE HAPPY TO
CELEBRATE THE RENEWED PARTNERSHIP BETWEEN THE
KATSUMATA'S AND FORD.**

**WHAT WE ARE SEEING HERE TODAY IS GOOD
NEWS FOR EVERYBODY. JAPANESE CONSUMERS ARE
BEING GIVEN A WIDER CHOICE OF PRODUCTS AND
INCREASED COMPETITION WILL MODERATE PRICES.
THIS EXAMPLE OF A DUAL PARTNERSHIP--THAT IS,
SELLING AMERICAN AND JAPANESE CARS IN THE
SAME DEALERSHIP--IS A HEALTHY SIGN OF
PROGRESS IN OUR TRADE RELATIONSHIP. DUAL
DEALERSHIPS ARE A VERY COMMON SIGHT IN**

AMERICA; INDEED, MUCH OF THE SUCCESS OF THE JAPANESE AUTO INDUSTRY IN AMERICA, STEMS FROM DUAL DEALERSHIPS THERE.

WHAT WE ARE SEEING TODAY ALSO UNDERSCORES THE RESTORED COMPETITIVENESS OF THE AMERICAN AUTO INDUSTRY. THANKS TO THE OPEN AMERICAN MARKET, THE JAPANESE AUTO INDUSTRY HAS BEEN VERY SUCCESSFUL IN GAINING ACCESS TO OUR CONSUMERS. THIS IN TURN HAS CAUSED THE AMERICAN AUTO INDUSTRY TO BECOME MUCH MORE COMPETITIVE.

THE AMERICAN AUTO INDUSTRY IS BACK ON ITS FEET COMPETING SUCCESSFULLY IN THE UNITED STATES AND AROUND THE WORLD. NOW OUR INDUSTRY IS MAKING A MAJOR EFFORT TO RE-ENTER THE JAPANESE MARKET. THEY ARE NOW OFFERING 16 RIGHT HAND DRIVE MODELS AND MORE ARE COMING. ALL OF OUR COMPANIES--FORD, CHRYSLER, AND GENERAL MOTORS-- ARE INTENSIFYING THEIR EFFORTS HERE THROUGH ADVERTISING, SEEKING TO INCREASE THE NUMBER OF DEALERSHIPS -- SUCH AS THE ONE WE ARE SEEING TODAY -- AND BY INCREASING THEIR SHARE OF AUTO PARTS SALES. THE EFFORTS BY FORD HEADED BY MR. SUZUKI, ARE

VERY IMPRESSIVE AND I WISH TO CONGRATULATE HIM.

MAY I AGAIN THANK MR. KATSUMATA AND HIS STAFF FOR THIS EXCELLENT EXAMPLE OF PROGRESS WE ARE CELEBRATING TODAY. I KNOW THAT MR. SUZUKI AND HIS STAFF ARE VERY HAPPY THAT FORD AND KATSUMATA ARE BACK WORKING TOGETHER AGAIN. THIS IS GOOD NEWS FOR EVERYBODY AND I AM GLAD TO BE A PART OF IT. CONGRATULATIONS AND THANK YOU.



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