

Competitiveness of the US Automotive Industry- Past, Present, and Future

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EXECUTIVE SUMMARY

The automotive industry has always been a key segment of the US economy and the backbone of the manufacturing sector. Recently the industry has been enduring severe problems. Opinions on its future status are split between supporters and opponents. This study provides an in-depth look at the big three automakers – General Motors, Chrysler, and Ford. Background history reflecting the past, SWOT analysis showing the present, and going forward anticipating the future of the big three are thoroughly presented and discussed.

Keywords: US automotive industry, ‘Big Three’