

FRANKFURT MOTORSHOW Battleground for Euro-car makers

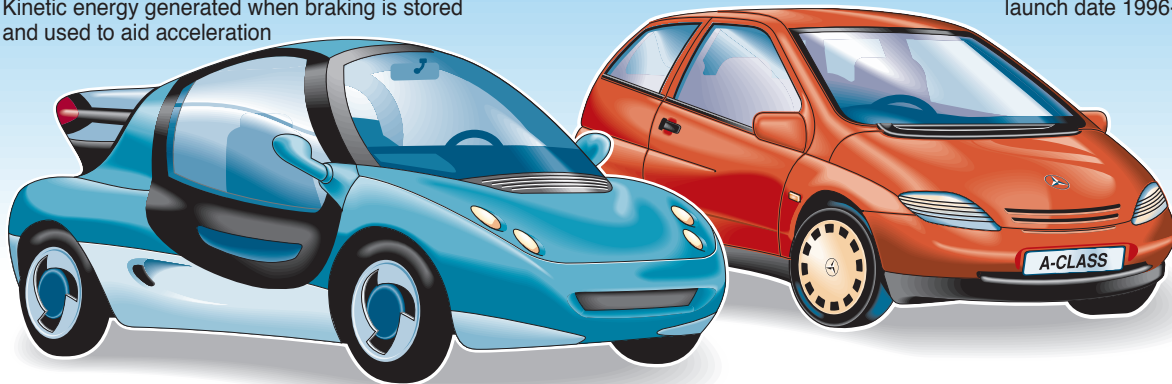
Europe's auto industry – struggling against overcapacity, high costs and a fall in demand – is now axing thousands of jobs. Although the crisis is most acute in Germany, panic is spreading throughout Europe, with only Britain's Rover group increasing its European sales this year

Mazda HR-X

Prototype which uses hydrogen-powered rotary engine.
Fuel is stored in a metal hydride tank for safety.
Kinetic energy generated when braking is stored and used to aid acceleration

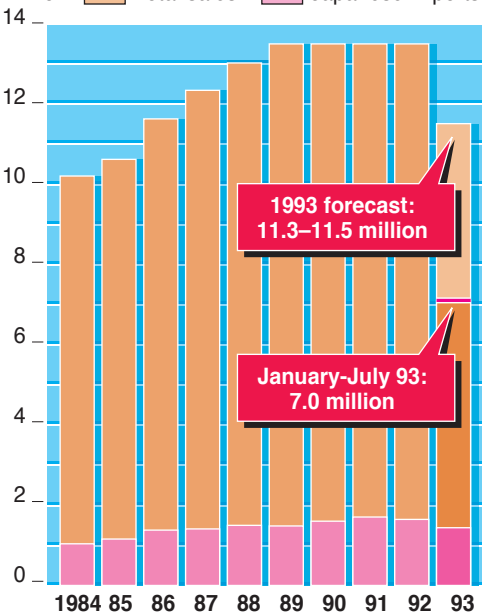
Mercedes Vision A-93

With choice of fuel-efficient engines or electric motors.
Aimed at the Volkswagen Golf market. Cost around \$12,500,
launch date 1996-97



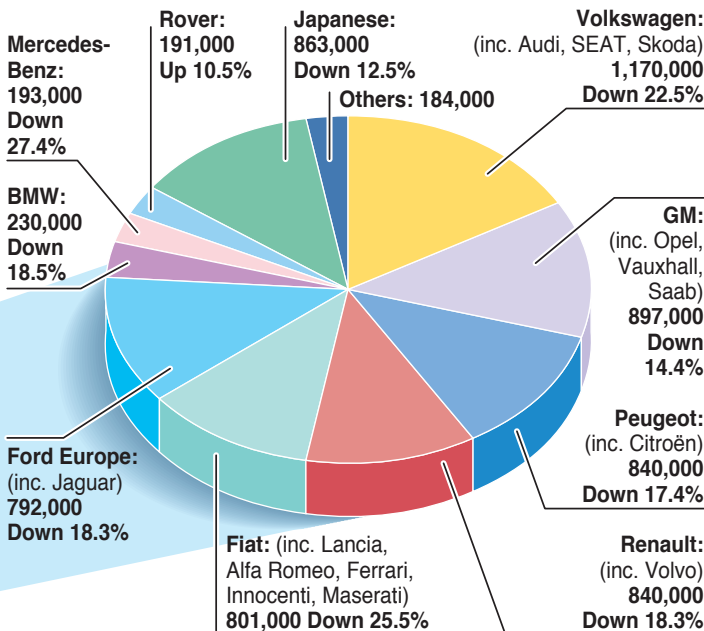
West European car sales

Million ■ Total sales ■ Japanese imports



West European new car registrations (January-July 1993)

Total: 7,001,000. Down 17.7% on same period 1992



	Auto industry job cuts	1993-94
	Volkswagen (worldwide)	30,000
	Volkswagen (Germany)	12,500
	Mercedes-Benz	14,000
	Ford Europe	10,000
	Ford (UK by end 1993)	1,400
	Fiat (at end 1992)	9,000

New car demand		January - July 1993	
	Germany		Italy
2,015,000	Down 24.5%	1,241,000	Down 23.6%
	France		UK
1,007,000	Down 17.1%	874,000	Up 9.1%
	Spain		
467,000	Down 27.7%		