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Skeeter's Junction Restaurant

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Japanese Toyota grabbing 5 per cent of U.S. market

United Press International
DETROIT — It's hard to say an auto company appeals to a limited market when its cars start grabbing better than five per cent of the U.S. market.
That's just where Toyota is today. 20 years after the Japanese auto firm began bringing its small cars into this country.
Not only do its 207,515 sales in

the first five months put it in first place among imports, but Toyota has outsold American Motors — smallest of the U.S. auto firms — by nearly three to one.
And Toyota is going after every buyer it can, not just the "import fanatics" as some Detroit industry executives like to call foreign car buyers.
"At one time, we felt the import

buyer was a different kind of maybe a little better educated maybe with a little higher income," said Norman D. Lean, Toyota president for general operations.
"Our view now is that the import buyer is anybody.
"As our product line broadens and as our popularity broadens, we've become the General Motors of the imports."
That wide lineup has put Toyota in a different class than its competitors — even the Ford Motor Co. which thinks the only way to compete in a really small, fuel-efficient car market is to bring in a General Motors built Fiesta because it doesn't believe Americans are interested in any small car Detroit has to offer.
While Lean now feels Toyota is a "product for everybody" and appeals to buyers on more than an "import" appeal, Robert O. Lippert, vice president and general manager for Nissan, USA Division, still sees the market differently.
"The imported car buyer is often not interested in domestic products at all.
Cliff Schmillen, assistant manager and field sales manager for American Honda whose small car sales are skyrocketing, figures he'll get a good portion of his sales from prospective buyers who already know what import is.

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Clayton...
said. "People who are looking for a car are looking for a car that is reliable, economical, and easy to maintain. They are looking for a car that is a good value for the money. They are looking for a car that is a good investment. They are looking for a car that is a good...
Akira Toriyama, president of Mazda Motors of America, says not trying to sell small cars to everyone. Mazda's rotary engine-powered cars are now aimed at the performance car market where GLC (Great Little Car) is an economy entry.
"I don't think everyone will want to get into a small car. People who are looking for a car that is reliable, economical, and easy to maintain are looking for a car that is a good value for the money. They are looking for a car that is a good investment. They are looking for a car that is a good...
The United States is a very large country and there is a need for a wide variety of cars. There is a need for cars that are reliable, economical, and easy to maintain. There is a need for cars that are a good value for the money. There is a need for cars that are a good investment. There is a need for cars that are a good...
And Bunzo Suzuki, Mazda's regional public relations coordinator, echoes the statements of other GM foreign auto company for their success in this country-west quality.
"In any country, a foreign car that has appeal," Suzuki said, "is under reason for good sales now is quality and suitability."
Lean said Toyota's approach to the U.S. market is different from that of any Detroit auto company. "We made every effort over the past 10 to 15 years to bring our products up to a level where we were superior to anything on the highways," he said. "We're now at it from the consumer point of view rather than from the viewpoint of just selling cars."

Bond Program to be presented in public meeting
The fourth and fifth in a series of seven neighborhood public meetings to present the 1977 Bond Program to Bryan voters will be held this Tuesday and Thursday evenings at 7:30.
The Tuesday meeting will be at Crockett School for citizens living in that general area. The Thursday meeting will be at Bonham School for residents living in that area. The general public is also invited to attend these meetings.
At both meetings representation from the Bryan City Council, Citizen Advisory Committee, and the City Staff will give a slide presentation concerning the upcoming July 9th Bond Election as well as answer any questions citizens may have concerning the 1977 City Improvements Bond Program.

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