

Left out in the cold

beginning to lose their minds as well as their refrigerators. led Adams (left) and other workers from University Re-

With the end of the semester drawing near, students are frigerators pick up some of the 475 units they leased this

GM's subcompact cars debut ws as auto industry breaks slump

United Press International
DETROIT — General Motors w subcompact J cars, designed direct challenge to Japanese orts, may catch the auto induson an upswing when they hit e showrooms May 21. GM previewed the Chevrolet

alier version of the J car — its st significant car introduction two years — Monday, just as duction in the auto industry Bull Durkers showing new vigor. Industry-wide optimism over

e spring market became appaent with word this week that utomakers broke out of their twopack) had hear production slump in April planned to continue that entum through the second uarter — despite April's weak

FTC said

ROKE

marketed as the Pontiac J2000 and the Cadillac Cimarron — are GM's most direct challenge to the Japanese although they are the corporation's second wave of fuelefficient, front-wheel drive small

The first — Chevrolet Citation, Pontiac Phoenix, Oldsmobile Omega and Buick Skylark - hit the market just when the Iranian revolution stirred a gasoline panic in the United States and transformed the large, gas-guzzling American car into an outmoded

Chevrolet Cavalier and Pontiac J2000 will have what GM decided was the main attraction of Japanese subcompacts — high

The J cars — which also will be standard trim levels, good fuel economy and close attention to panel fits and finishes. The Cimarron — Cadillac's first subcompact — is positioned against expensive European luxury small cars.

The J car price — a crucial factor in their success — has not yet been decided.

Chevrolet General Manager Robert D. Lund said the division expects to sell 70,000 Cavaliers through September and a total of 345,000 by the end of the 1982 model year.

The April production increase and the planned second-quarter gain marked the first time since early in 1979 that domestic car output exceeded a year-earlier

the industry's statistical journal, said automakers are sticking with plans to build 2,052,000 cars in the April-June quarter despite a postrebate sag that sent sales plunging to recession levels in April. Production in the second quarter last year was approximately 1,632,000.

Industry reports showed April assemblies of 649,727 cars in the up 12.8 percent from 575,814 in the same month last year. Chrysler Corp. production for the month soared 67.3 percent to 83,540, Ford Motor Co. was up 13.5 percent to 142,077 and General Motors Corp. improved 8.6 percent to 394,574.

American Motors Corp said it built 11,957 cars in the U.S. last month, down 25.2 percent from the same month last year and Volkswagen of America output of 17,579 cars was off 17.1 percent.

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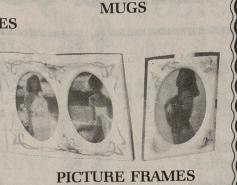


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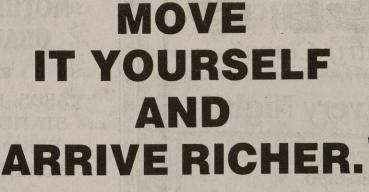


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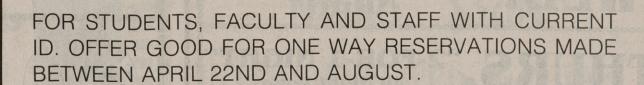


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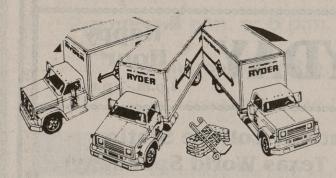
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