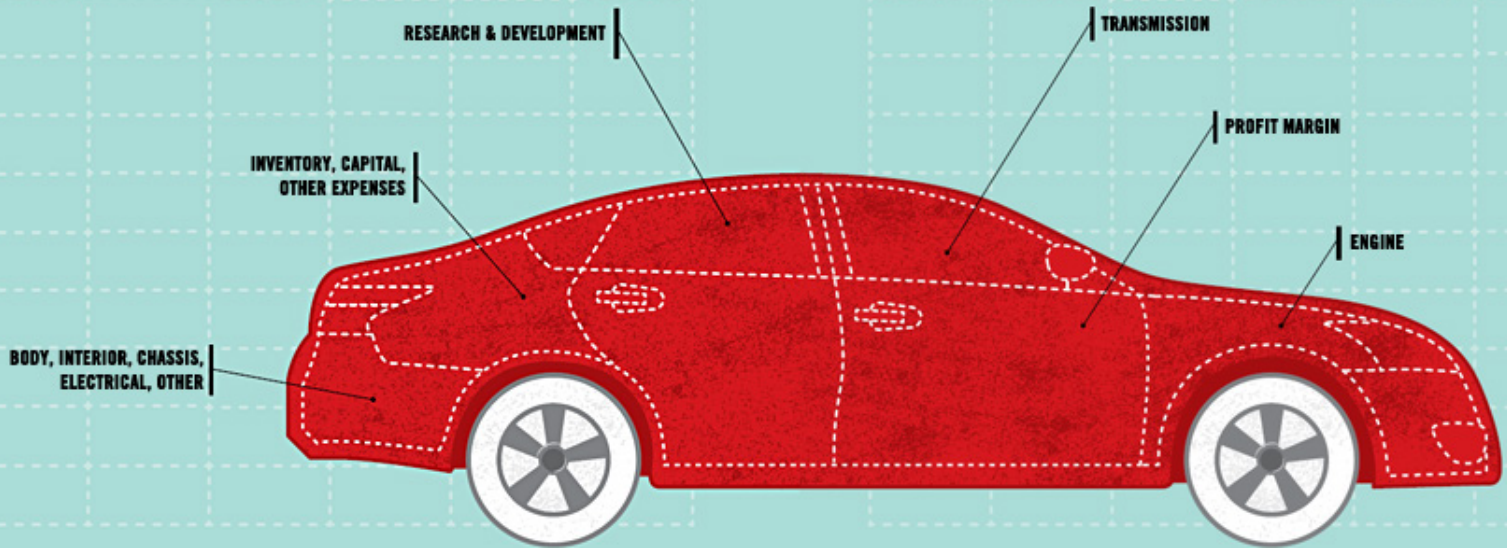
KOGOD SCHOOL *of* BUSINESS
AMERICAN UNIVERSITY • WASHINGTON, DC

2014 Kogod Made in America Auto Index

Associate Professor Frank DuBois
American University
Kogod School of Business



Executive Summary

It is increasingly difficult to determine the true country of origin of a vehicle, due to advances in logistics and the increased globalization of the automotive industry. The Kogod Made in America Auto Index is an innovative ranking that evaluates the domestic content of vehicles sold in the United States.

The Kogod Index takes into account the ancillary impact of auto manufacturing on the U.S. economy and provides a better indication of the true country of origin of individual vehicles. This alternative paints a more accurate picture of the real economic impact that the purchase of a vehicle has on the country where it is designed, assembled, and sold by incorporating seven categories beyond the somewhat misleading data provided by the American Automotive Labeling Act (AALA).

Since the 1994 passage of the AALA, automakers have been required to affix a label documenting the percentage of "American" content in each vehicle sold in the U.S. While this data is useful, it has some limitations. Most notably:

1. Canadian and U.S. content are not disaggregated;
2. Automakers can "round up" from 70 to 100 percent to calculate domestic content;
3. Cars with very little U.S. content may be allowed to use labels from vehicles with higher U.S. content if they are part of the same carline.

Unlike other "Made in America" indices, the Kogod Index method accounts for production factors that may be ignored or discounted by other techniques. The Index attempts to compensate for the failings of the AALA data, which is the sole source of information available to consumers on a vehicle's manufacturing origin. The Index incorporates AALA data in its calculation, but also includes seven other data points (Profit Margin; Labor; R&D; Transmission; Inventory, Capital, Other Expenses; Engine; Body, Chassis, Interior, Electrical) to create a more thorough index.

Economic Impact

The manufacture and sale of automobiles is an extremely important part of the U.S.

economy. The auto industry directly employed approximately 840,000 workers and generated 15.6 million total vehicle sales in 2013, accounting for approximately 4 percent of the U.S. GDP.

Methodology

In calculating the Index, we use seven data points derived from publicly available data. The weighted criteria are used to determine the "American" content of cars sold in the U.S. The criteria include:

- **Profit Margin**. We first examine the location of an automaker's headquarters. Profits from the sale of a vehicle return to shareholders in the automaker's home country. If an automaker's global headquarters is located in the U.S. the model receives a 6. If it is not the model receives a 0 in this category.

- The **Labor** category considers where the car is assembled. Profits from the sale of each model support its local labor force. If a model is assembled in the U.S. it receives a 6. If not the model receives a 0 in this category.

- The location of a vehicles's **Research & Development** activities. If the model is the product of a U.S. company it receives a 6. If the model is the product of a foreign company but is assembled in the U.S. it receives a 3; and if it is a foreign import it receives a 1 in this category.

- The location of assembly helps to determine where **Inventory, Capital, and Other Expenses** should be allocated. If assembly occurs in the U.S. the model receives an 11; if not the car receives a 0 in this category.

- Where a model's **Engine** is produced. If it is produced in the U.S. the model receives a 14. If not it receives a 0.

- Finally, if a car's **Transmission** is produced in the U.S. the model receives a 7. If not it receives a 0.

- We assign 50% of a model's score to the **Body, Chassis and Electrical Components** category. We take the AALA percentage and divide it by two to derive each model's score.

The index reveals that vehicles produced by automakers whose headquarters are located in the U.S. rated higher in overall domestic content, because the profit derived from the sale of these vehicles is more likely to return or remain in the U.S. It's also due to the fact that a majority of the R&D

activities of companies headquartered in the U.S. take place here.

In contrast to indices that use only AALA data to determine vehicle rankings, the Kogod Index ranks foreign companies lower in U.S. content, even if these firms engaged in significant levels of U.S. sourcing and manufacture. We argue that a true index of "localness" must recognize the firm's country of origin as well as the location of its research and development activities.

It is laudable that foreign manufacturers have increased their rate of sourcing and manufacture in the U.S.; however, the true impact of these activities on the U.S. economy is reduced by the repatriation of profits back to the automaker's home country, and by limitations in the amount of R&D activities performed in the U.S.

Results

The top vehicles in the 2014 Kogod Made in America Auto Index are (scores on a 100 point scale):

- F-Series Pickup, Ford (score: 87.5)
- Corvette, Chevrolet (score: 87.5)
- Enclave, Buick (score: 86)
- Traverse, Chevrolet (score: 86)
- Acadia, GMC (score: 86)
- Acadia Denali, GMC (score: 86)

KOGOD MADE IN AMERICA AUTO INDEX TABLE KEY | Profit Margin, 6%: 6 if U.S. company; 0 if foreign | Labor, 6%: 6 if assembled in U.S.; 0 if foreign | Research & Development, 6%: 6 if U.S. company; 3 if foreign and assembled in U.S.; 1 if foreign and imported | Inventory, Capital, & Other Expenses, 11%: 11 if assembled in U.S.; 0 if assembled outside of U.S. | Engine, 14%: 14 if U.S. produced; 0 if not | Transmission, 7%: 7 if U.S. produced; 0 if not | Body, Interior, Chassis, Electrical & Other, 50%: 2014 AALA% divided by 2.

Rank	OEM	Make	Model	2014 AALA	Profit Margin	Labor	R&D	Transmission	Inventory, Capital, Other Expenses	Engine	Body, Interior Chassis, Electrical, Other	Total Domestic Content
1	Ford	Ford	F-Series Pickup	0.75	6	6	6	7	11	14	37.5	87.5
1	GM	Chevrolet	Corvette	0.75	6	6	6	7	11	14	37.5	87.5
2	GM	Buick	Enclave	0.72	6	6	6	7	11	14	36	86
2	GM	Chevrolet	Traverse	0.72	6	6	6	7	11	14	36	86
2	GM	GMC	Acadia	0.72	6	6	6	7	11	14	36	86
2	GM	GMC	Acadia Denali	0.72	6	6	6	7	11	14	36	86
3	GM	Chevrolet	Equinox	0.7	6	6	6	7	11	14	35	85
3	GM	Cadillac	CTS	0.7	6	6	6	7	11	14	35	85
3	GM	GMC	Terrain	0.7	6	6	6	7	11	14	35	85
4	GM	Chevrolet	Express	0.8	6	6	6	0	11	14	40	83
4	GM	GMC	Savana	0.8	6	6	6	0	11	14	40	83
4	GM	Chevrolet	Malibu	0.66	6	6	6	7	11	14	33	83
4	GM	Buick	LaCrosse	0.66	6	6	6	7	11	14	33	83
4	GM	Chevrolet	Impala	0.66	6	6	6	7	11	14	33	83
5	Ford	Ford	Mustang	0.65	6	6	6	7	11	14	32.5	82.5
5	Ford	Ford	Taurus	0.65	6	6	6	7	11	14	32.5	82.5
5	GM	Cadillac	Escalade	0.65	6	6	6	7	11	14	32.5	82.5
5	GM	Chevrolet	Suburban	0.65	6	6	6	7	11	14	32.5	82.5
5	GM	Chevrolet	Tahoe	0.65	6	6	6	7	11	14	32.5	82.5
5	GM	GMC	Yukon	0.65	6	6	6	7	11	14	32.5	82.5
5	GM	Cadillac	ATS	0.65	6	6	6	7	11	14	32.5	82.5
6	Chrysler**	Dodge	Avenger	0.76	3	6	3	7	11	14	38	82
7	Chrysler	Chrysler	200 Convertible	0.74	3	6	3	7	11	14	37	81
8	Chrysler	Chrysler	200 Sedan	0.73	3	6	3	7	11	14	36.5	80.5
8	Chrysler	Jeep	Wrangler 4 Door	0.73	3	6	3	7	11	14	36.5	80.5
9	Chrysler	Jeep	Wrangler 2 Door	0.72	3	6	3	7	11	14	36	80
9	Ford	Ford	Explorer	0.6	6	6	6	7	11	14	30	80
10	Chrysler	Jeep	Cherokee	0.7	3	6	3	7	11	14	35	79
11	Honda	Honda	Odyssey	0.75	0	6	3	7	11	14	37.5	78.5
11	Honda	Honda	Ridgeline	0.75	0	6	3	7	11	14	37.5	78.5
11	Honda	Honda	Crosstour	0.75	0	6	3	7	11	14	37.5	78.5
11	Toyota	Toyota	Camry	0.75	0	6	3	7	11	14	37.5	78.5
11	Toyota	Toyota	Tundra	0.75	0	6	3	7	11	14	37.5	78.5
12	Chrysler	Jeep	Patriot	0.68	3	6	3	7	11	14	34	78
12	Chrysler	Dodge	Durango	0.68	3	6	3	7	11	14	34	78
13	Chrysler	Jeep	Compass	0.67	3	6	3	7	11	14	33.5	77.5
12	Toyota	Toyota	Tundra	0.75	0	6	3	7	11	14	37.5	78.5
13	Chrysler	SRT	Viper	0.75	3	6	6	0	11	14	37.5	77.5

* Data for 2014 was not available. Data used from AALA 2013.

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Rank	OEM	Make	Model	2014 AALA	Profit Margin	Labor	R&D	Transmission	Inventory, Capital, Other Expenses	Engine	Body, Interior Chassis, Electrical, Other	Total Domestic Content
13	Ford	Lincoln	MKS	0.55	6	6	6	7	11	14	27.5	77.5
13	Tesla	Tesla	S*	0.55	6	6	6	7	11	14	27.5	77.5
14	Honda	Honda	Pilot	0.7	0	6	3	7	11	14	35	76
14	Honda	Acura	RDX 2WD	0.7	0	6	3	7	11	14	35	76
14	Honda	Honda	Accord	0.7	0	6	3	7	11	14	35	76
14	Honda	Honda	CR-V	0.7	0	6	3	7	11	14	35	76
15	Chrysler	Jeep	Grand Cherokee	0.63	3	6	3	7	11	14	31.5	75.5
15	GM	Cadillac	CTS Premium	0.65	6	6	6	0	11	14	32.5	75.5
16	GM	Chevrolet	Cruze	0.5	6	6	6	7	11	14	25	75
16	GM	Buick	Verano	0.5	6	6	6	7	11	14	25	75
16	GM	Chevrolet	Sonic	0.5	6	6	6	7	11	14	25	75
17	Chrysler	SRT	Viper	0.75	3	6	3	0	11	14	37.5	74.5
18	Toyota	Toyota	Sequoia	0.65	0	6	3	7	11	14	32.5	73.5
19	Ford	Ford	Focus Electric	0.45	6	6	6	7	11	14	22.5	72.5
20	Toyota	Toyota	Avalon	0.75	0	6	3	0	11	14	37.5	71.5
20	Toyota	Toyota	Sienna	0.75	0	6	3	0	11	14	37.5	71.5
21	Ford	Ford	Expedition	0.7	6	6	6	7	11	0	35	71
21	Honda	Acura	MDX	0.6	0	6	3	7	11	14	30	71
22	GM	GMC	Sierra	0.4	6	6	6	7	11	14	20	70
22	GM	Chevrolet	Silverado	0.4	6	6	6	7	11	14	20	70
23	Honda	Acura	RDX 4WD	0.7	0	6	3	0	11	14	35	69
24	Ford	Lincoln	Navigator	0.65	6	6	6	7	11	0	32.5	68.5
25	Chrysler	Dodge	Dart	0.62	3	6	3	0	11	14	31	68
25	Ford	Ford	Flex	0.7	6	0	6	7	0	14	35	68
25	Ford	Lincoln	MKT	0.7	6	0	6	7	0	14	35	68
25	Ford	Ford	Edge	0.7	6	0	6	7	0	14	35	68
25	GM	Chevrolet	Camaro	0.7	6	0	6	7	0	14	35	68
26	Hyundai	Hyundai	Santa Fe Sport	0.53	0	6	3	7	11	14	26.5	67.5
27	Hyundai	Kia	Sorento 2.4	0.52	0	6	3	7	11	14	26	67
28	Honda	Honda	Civic	0.65	0	6	3	0	11	14	32.5	66.5
28	Toyota	Toyota	Venza	0.65	0	6	3	0	11	14	32.5	66.5
29	Ford	Ford	Escape	0.6	6	6	6	7	11	0	30	66
29	GM	Buick	Regal	0.66	6	0	6	7	0	14	33	66
30	Ford	Ford	Focus	0.45	6	6	6	0	11	14	22.5	65.5
30	GM	Cadillac	ELR	0.45	6	6	6	0	11	14	22.5	65.5
30	GM	Chevrolet	Volt	0.45	6	6	6	0	11	14	22.5	65.5
31	Chrysler	Dodge	Grand Caravan	0.78	3	0	1	7	0	14	39	64
31	Honda	Acura	TL	0.6	0	6	3	0	11	14	30	64
31	Nissan	Nissan	Altima	0.6	0	6	3	0	11	14	30	64
31	Toyota	Toyota	Corolla	0.6	0	6	3	0	11	14	30	64
31	Toyota	Toyota	Highlander	0.6	0	6	3	0	11	14	30	64
32	Hyundai	Kia	Optima US	0.45	0	6	3	7	11	14	22.5	63.5
33	Chrysler	Ram	1500 Pickup	0.66	3	6	3	7	11	0	33	63
33	Ford	Lincoln	MKX	0.6	6	0	6	7	0	14	30	63
34	Chrysler	Chrysler	Town & Country	0.75	3	0	1	7	0	14	37.5	62.5
34	Ford	Lincoln	MKX	0.6	6	0	6	7	0	14	30	63

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Rank	OEM	Make	Model	2014 AALA	Profit Margin	Labor	R&D	Transmission	Inventory, Capital, Other Expenses	Engine	Body, Interior Chassis, Electrical, Other	Total Domestic Content
35	Hyundai	Hyundai	Sonata	0.41	0	6	3	7	11	14	20.5	61.5
36	GM	Chevrolet	Captiva	0.7	6	0	6	0	0	14	35	61
37	Chrysler	Dodge	Charger	0.71	3	0	1	7	0	14	35.5	60.5
37	Hyundai	Hyundai	Elantra USA	0.39	0	6	3	7	11	14	19.5	60.5
38	Chrysler	Chrysler	300	0.7	3	0	1	7	0	14	35	60
39	Chrysler	Dodge	Challenger	0.69	3	0	1	7	0	14	34.5	59.5
39	VW	VW	Routan	0.75	0	0	1	7	0	14	37.5	59.5
40	Honda	Acura	ILX	0.5	0	6	3	0	11	14	25	59
40	Nissan	Nissan	Frontier	0.5	0	6	3	0	11	14	25	59
40	Nissan	Nissan	Titan	0.5	0	6	3	0	11	14	25	59
40	Nissan	Nissan	Xterra	0.5	0	6	3	0	11	14	25	59
40	Nissan	Nissan	Armada	0.5	0	6	3	0	11	14	25	59
41	Ford	Ford	CMAX	0.45	6	6	6	7	11	0	22.5	58.5
42	Toyota	Toyota	Tacoma	0.6	0	6	3	7	11	0	30	57
43	GM	Chevrolet	Impala Fleet	0.75	6	0	6	7	0	0	37.5	56.5
44	GM	Chevrolet	Cruze Diesel	0.5	6	6	6	0	11	0	25	54
44	GM	GMC	Terrain Denali	0.7	6	0	6	7	0	0	35	54
45	GM	Cadillac	XTS	0.66	6	0	6	7	0	0	33	52
45	Hyundai	Kia	Sorento 3.3	0.5	0	6	3	7	11	0	25	52
46	Ford	Lincoln	MKZ	0.35	6	0	6	7	0	14	17.5	50.5
47	Nissan	Nissan	Pathfinder	0.5	0	6	3	0	11	0	25	45
47	Nissan	Nissan	Maxima	0.5	0	6	3	0	11	0	25	45
47	Toyota	Lexus	RX 350	0.6	0	0	1	0	0	14	30	45
48	Daimler	Mercedes	GL-Class	0.45	0	6	3	0	11	0	22.5	42.5
48	Nissan	Infiniti	QX60	0.45	0	6	3	0	11	0	22.5	42.5
48	Subaru	Subaru	Outback	0.45	0	6	3	0	11	0	22.5	42.5
48	Subaru	Subaru	Legacy	0.45	0	6	3	0	11	0	22.5	42.5
48	Toyota	Toyota	Avalon Hybrid	0.45	0	6	3	0	11	0	22.5	42.5
48	VW	VW	Passat	0.45	0	6	3	0	11	0	22.5	42.5
49	Toyota	Toyota	RAV4 Electric	0.4	0	0	1	7	0	14	20	42
50	Daimler	Mercedes	ML-Class	0.42	0	6	3	0	11	0	21	41
51	Chrysler	Dodge	Journey	0.31	3	0	1	7	0	14	15.5	40.5
52	Nissan	Nissan	Rogue	0.4	0	6	3	0	11	0	20	40
52	Subaru	Subaru	Tribeca	0.4	0	6	3	0	11	0	20	40
52	Toyota	Toyota	RAV4	0.5	0	0	1	0	0	14	25	40
53	Nissan	Nissan	Leaf	0.35	0	6	3	0	11	0	17.5	37.5
53	Toyota	Toyota	Camry Hybrid	0.35	0	6	3	0	11	0	17.5	37.5
54	GM	Chevrolet	Spark EV	0.08	6	0	6	7	0	14	4	37
55	Ford	Lincoln	MKZ Hybrid	0.35	6	0	6	7	0	0	17.5	36.5
56	GM	Buick	Encore	0.2	6	0	6	0	0	14	10	36
57	Mitsubishi	Mitsubishi	Outlander Sport	0.29	0	6	3	0	11	0	14.5	34.5
58	Ford	Ford	Fusion	0.3	6	0	6	7	0	0	15	34
58	Ford	Ford	Fusion HEV	0.3	6	0	6	7	0	0	15	34
59	Nissan	Nissan	Sentra	0.25	0	6	3	0	11	0	12.5	32.5
60	BMW	BMW	X6	0.2	0	6	3	0	11	0	10	30
60	BMW	BMW	X3	0.2	0	6	3	0	11	0	10	30

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61	Chrysler	Fiat	Fiat 500	0.23	3	0	1	0	0	14	11.5	29.5
61	Daimler	Mercedes	B-Class E-CELL	0.15	0	0	1	7	0	14	7.5	29.5
62	GM	Cadillac	SRX	0.27	6	0	6	0	0	0	13.5	25.5
63	BMW	BMW	X5	0.05	0	6	3	0	11	0	2.5	22.5
64	Ford	Ford	Fiesta	0.2	6	0	6	0	0	0	10	22
65	GM	Chevrolet	Spark	0.08	6	0	6	0	0	0	4	16
66	GM	Chevrolet	Caprice	0.07	6	0	6	0	0	0	3.5	15.5
66	GM	Chevrolet	SS	0.07	6	0	6	0	0	0	3.5	15.5
67	Ford	Ford	Transit Connect	0.05	6	0	6	0	0	0	2.5	14.5
68	Jaguar/ LandRover	Land Rover	Range Rover Evoque	0.09	0	0	1	7	0	0	4.5	12.5
69	Toyota	Toyota	Land Cruiser	0.05	0	0	1	7	0	0	2.5	10.5
70	VW	VW	Beetle Convertible	0.16	0	0	1	0	0	0	8	9
70	VW	VW	Jetta Hybrid	0.16	0	0	1	0	0	0	8	9
71	VW	VW	Beetle	0.15	0	0	1	0	0	0	7.5	8.5
72	Toyota	Toyota	FJ Cruiser	0	0	0	1	7	0	0	0	8
73	Nissan	Nissan	Versa	0.13	0	0	1	0	0	0	6.5	7.5
74	VW	VW	Jetta	0.12	0	0	1	0	0	0	6	7
74	VW	VW	GLI	0.12	0	0	1	0	0	0	6	7
75	Nissan	Nissan	Versa Note	0.11	0	0	1	0	0	0	5.5	6.5
75	VW	VW	Jetta Sportwagen	0.11	0	0	1	0	0	0	5.5	6.5
76	Honda	Acura	RLX	0.1	0	0	1	0	0	0	5	6
76	Jaguar/ LandRover	Jaguar	XFR-S	0.1	0	0	1	0	0	0	5	6
76	Mazda	Mazda	CX-9	0.1	0	0	1	0	0	0	5	6
76	Toyota	Toyota	4Runner	0.1	0	0	1	0	0	0	5	6
78	Hyundai	Hyundai	Santa Fe	0.08	0	0	1	0	0	0	4	5
78	Jaguar/ LandRover	Jaguar	XF Supercharged	0.08	0	0	1	0	0	0	4	5
78	Jaguar/ LandRover	Jaguar	XFR	0.08	0	0	1	0	0	0	4	5
79	Jaguar/ LandRover	Jaguar	XJR	0.07	0	0	1	0	0	0	3.5	4.5
80	Jaguar/ LandRover	Jaguar	XJ Portfolio RWD	0.06	0	0	1	0	0	0	3	4
80	Jaguar/ LandRover	Jaguar	XK R-S	0.06	0	0	1	0	0	0	3	4
81	BMW	BMW	X1	0.05	0	0	1	0	0	0	2.5	3.5
81	BMW	BMW	3-Series	0.05	0	0	1	0	0	0	2.5	3.5
81	BMW	BMW	4-Series	0.05	0	0	1	0	0	0	2.5	3.5
81	BMW	BMW	5-Series	0.05	0	0	1	0	0	0	2.5	3.5
81	BMW	BMW	6-Series	0.05	0	0	1	0	0	0	2.5	3.5
81	BMW	BMW	7-Series	0.05	0	0	1	0	0	0	2.5	3.5
81	BMW	BMW	Z4	0.05	0	0	1	0	0	0	2.5	3.5
81	BMW	Mini	Cooper Clubman	0.05	0	0	1	0	0	0	2.5	3.5
81	BMW	Mini	Cooper Clubman S	0.05	0	0	1	0	0	0	2.5	3.5
81	BMW	Mini	Cooper Countryman	0.05	0	0	1	0	0	0	2.5	3.5
81	BMW	Mini	Cooper Coupe	0.05	0	0	1	0	0	0	2.5	3.5

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Rank	OEM	Make	Model	2014 AALA	Profit Margin	Labor	R&D	Transmission	Inventory, Capital, Other Expenses	Engine	Body, Interior Chassis, Electrical, Other	Total Domestic Content
81	BMW	Mini	Cooper Coupe S	0.05	0	0	1	0	0	0	2.5	3.5
81	BMW	Mini	Cooper Paceman	0.05	0	0	1	0	0	0	2.5	3.5
81	BMW	Mini	Cooper Roadster	0.05	0	0	1	0	0	0	2.5	3.5
81	BMW	Mini	Cooper Roadster S	0.05	0	0	1	0	0	0	2.5	3.5
81	BMW	Mini	Cooper Convertible	0.05	0	0	1	0	0	0	2.5	3.5
81	BMW	Mini	Cooper Covertible S	0.05	0	0	1	0	0	0	2.5	3.5
81	BMW	BMW	1-Series	0.05	0	0	1	0	0	0	2.5	3.5
81	BMW	BMW	M3	0.05	0	0	1	0	0	0	2.5	3.5
81	BMW	BMW	M5	0.05	0	0	1	0	0	0	2.5	3.5
81	BMW	BMW	M6	0.05	0	0	1	0	0	0	2.5	3.5
81	Honda	Acura	TSX	0.05	0	0	1	0	0	0	2.5	3.5
81	Hyundai	Hyundai	Genesis Coupe	0.05	0	0	1	0	0	0	2.5	3.5
81	Porsche	Porsche	911	0.05	0	0	1	0	0	0	2.5	3.5
81	Porsche	Porsche	Cayenne	0.05	0	0	1	0	0	0	2.5	3.5
81	Rolls-Royce	Rolls-Royce	Coupe	0.05	0	0	1	0	0	0	2.5	3.5
81	Rolls-Royce	Rolls-Royce	Drophead Coupe	0.05	0	0	1	0	0	0	2.5	3.5
81	Rolls-Royce	Rolls-Royce	Ghost	0.05	0	0	1	0	0	0	2.5	3.5
81	Rolls-Royce	Rolls-Royce	Phantom	0.05	0	0	1	0	0	0	2.5	3.5
81	Rolls-Royce	Rolls-Royce	Wraith	0.05	0	0	1	0	0	0	2.5	3.5
81	Toyota	Lexus	RX 450H	0.05	0	0	1	0	0	0	2.5	3.5
81	Toyota	Lexus	ES350	0.05	0	0	1	0	0	0	2.5	3.5
81	Toyota	Toyota	Prius V	0.05	0	0	1	0	0	0	2.5	3.5
82	Jaguar/ LandRover	Jaguar	XK	0.04	0	0	1	0	0	0	2	3
82	Porsche	Porsche	Panamera	0.04	0	0	1	0	0	0	2	3
82	Porsche	Porsche	Cayman	0.04	0	0	1	0	0	0	2	3
83	Hyundai	Hyundai	Equus	0.03	0	0	1	0	0	0	1.5	2.5
83	Porsche	Porsche	Boxster	0.03	0	0	1	0	0	0	1.5	2.5
84	Hyundai	Hyundai	Elantra Korea	0.02	0	0	1	0	0	0	1	2
84	Hyundai	Hyundai	Sonata Hybrid	0.02	0	0	1	0	0	0	1	2
84	Hyundai	Kia	Sedona	0.02	0	0	1	0	0	0	1	2
84	Jaguar/ LandRover	Jaguar	F-Type	0.02	0	0	1	0	0	0	1	2
84	Suzuki	Suzuki	Kizashi	0.02	0	0	1	0	0	0	1	2
85	Hyundai	Kia	Optima Korea	0.01	0	0	1	0	0	0	0.5	1.5
85	Hyundai	Kia	Optima Hybrid	0.01	0	0	1	0	0	0	0.5	1.5
85	Hyundai	Hyundai	Elantra Coupe	0.01	0	0	1	0	0	0	0.5	1.5
85	Hyundai	Hyundai	Azera	0.01	0	0	1	0	0	0	0.5	1.5
85	Hyundai	Kia	Rio	0.01	0	0	1	0	0	0	0.5	1.5
85	Hyundai	Kia	Forte	0.01	0	0	1	0	0	0	0.5	1.5
85	Hyundai	Kia	Forte Koup	0.01	0	0	1	0	0	0	0.5	1.5
85	Hyundai	Kia	Cadenza	0.01	0	0	1	0	0	0	0.5	1.5
85	Hyundai	Hyundai	Accent	0.01	0	0	1	0	0	0	0.5	1.5
85	Hyundai	Hyundai	Tucson	0.01	0	0	1	0	0	0	0.5	1.5
85	Hyundai	Hyundai	Veloster	0.01	0	0	1	0	0	0	0.5	1.5
85	Hyundai	Hyundai	Elantra GT	0.01	0	0	1	0	0	0	0.5	1.5

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Rank	OEM	Make	Model	2014 AALA	Profit Margin	Labor	R&D	Transmission	Inventory, Capital, Other Expenses	Engine	Body, Interior Chassis, Electrical, Other	Total Domestic Content
85	Jaguar/ LandRover	Jaguar	XJ Portfolio AWD	0.01	0	0	1	0	0	0	0.5	1.5
85	Jaguar/ LandRover	Land Rover	Range Rover	0.01	0	0	1	0	0	0	0.5	1.5
85	Jaguar/ LandRover	Land Rover	LR2	0.01	0	0	1	0	0	0	0.5	1.5
85	Mitsubishi	Mitsubishi	Lancer	0.01	0	0	1	0	0	0	0.5	1.5
85	Volvo	Volvo	Volvo XC60	0.01	0	0	1	0	0	0	0.5	1.5
85	Volvo	Volvo	Volvo XC70	0.01	0	0	1	0	0	0	0.5	1.5
85	Volvo	Volvo	Volvo XC90	0.01	0	0	1	0	0	0	0.5	1.5
85	Volvo	Volvo	S60	0.01	0	0	1	0	0	0	0.5	1.5
85	Volvo	Volvo	S80	0.01	0	0	1	0	0	0	0.5	1.5
85	VW	Audi	A4/S4	0.01	0	0	1	0	0	0	0.5	1.5
85	VW	Audi	A5/S5	0.01	0	0	1	0	0	0	0.5	1.5
85	VW	Audi	A6/S6	0.01	0	0	1	0	0	0	0.5	1.5
85	VW	Audi	A7/S7/R7	0.01	0	0	1	0	0	0	0.5	1.5
85	VW	Audi	A8	0.01	0	0	1	0	0	0	0.5	1.5
85	VW	Audi	Allroad	0.01	0	0	1	0	0	0	0.5	1.5
85	VW	Audi	R8 Coupe/Spyder	0.01	0	0	1	0	0	0	0.5	1.5
85	VW	Audi	TT Coupe/Roadster	0.01	0	0	1	0	0	0	0.5	1.5
85	VW	VW	CC	0.01	0	0	1	0	0	0	0.5	1.5
85	VW	VW	Eos	0.01	0	0	1	0	0	0	0.5	1.5
85	VW	VW	Golf	0.01	0	0	1	0	0	0	0.5	1.5
85	VW	VW	Q5	0.01	0	0	1	0	0	0	0.5	1.5
85	VW	VW	Q7	0.01	0	0	1	0	0	0	0.5	1.5
85	VW	VW	Tiguan	0.01	0	0	1	0	0	0	0.5	1.5
85	VW	VW	Touareg	0.01	0	0	1	0	0	0	0.5	1.5
85	VW	VW	Touareg Hybrid	0.01	0	0	1	0	0	0	0.5	1.5
85	VW	Audi	A3*	0.01	0	0	1	0	0	0	0.5	1.5
86	Daimler	Mercedes	Smart Fortwo ed	0	0	0	1	0	0	0	0	1
86	Daimler	Mercedes	Smart Fortwo	0	0	0	1	0	0	0	0	1
86	Daimler	Mercedes	B-Class	0	0	0	1	0	0	0	0	1
86	Daimler	Mercedes	C-Class	0	0	0	1	0	0	0	0	1
86	Daimler	Mercedes	CL-Class	0	0	0	1	0	0	0	0	1
86	Daimler	Mercedes	CLA-Class	0	0	0	1	0	0	0	0	1
86	Daimler	Mercedes	CLS-Class	0	0	0	1	0	0	0	0	1
86	Daimler	Mercedes	E-Class	0	0	0	1	0	0	0	0	1
86	Daimler	Mercedes	S-Class	0	0	0	1	0	0	0	0	1
86	Daimler	Mercedes	SL-Class	0	0	0	1	0	0	0	0	1
86	Daimler	Mercedes	SLK-Class	0	0	0	1	0	0	0	0	1
86	Daimler	Mercedes	SLS-Class	0	0	0	1	0	0	0	0	1
86	Daimler	Mercedes	G-Class	0	0	0	1	0	0	0	0	1
86	Daimler	Mercedes	GLK-Class	0	0	0	1	0	0	0	0	1
86	Honda	Honda	FCX Clarity*	0	0	0	1	0	0	0	0	1
86	Honda	Honda	CR-Z	0	0	0	1	0	0	0	0	1
86	Honda	Honda	Fit	0	0	0	1	0	0	0	0	1
86	Honda	Honda	Fit EV	0	0	0	1	0	0	0	0	1

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Rank	OEM	Make	Model	2014 AALA	Profit Margin	Labor	R&D	Transmission	Inventory, Capital, Other Expenses	Engine	Body, Interior Chassis, Electrical, Other	Total Domestic Content
86	Honda	Honda	Accord Plugin	0	0	0	1	0	0	0	0	1
86	Honda	Honda	Insight	0	0	0	1	0	0	0	0	1
86	Hyundai	Hyundai	Genesis	0	0	0	1	0	0	0	0	1
86	Hyundai	Kia	Sportage	0	0	0	1	0	0	0	0	1
86	Hyundai	Kia	Soul	0	0	0	1	0	0	0	0	1
86	Jaguar/ LandRover	Jaguar	XF	0	0	0	1	0	0	0	0	1
86	Jaguar/ LandRover	Jaguar	XJ	0	0	0	1	0	0	0	0	1
86	Mazda	Mazda	Mazda 6	0	0	0	1	0	0	0	0	1
86	Mazda	Mazda	CX-5	0	0	0	1	0	0	0	0	1
86	Mazda	Mazda	MX-5 Miata	0	0	0	1	0	0	0	0	1
86	Mazda	Mazda	Mazda 5	0	0	0	1	0	0	0	0	1
86	Mazda	Mazda	Mazda 2	0	0	0	1	0	0	0	0	1
86	Mazda	Mazda	Mazda 3	0	0	0	1	0	0	0	0	1
86	Mitsubishi	Mitsubishi	Lancer Evolution	0	0	0	1	0	0	0	0	1
86	Mitsubishi	Mitsubishi	Outlander	0	0	0	1	0	0	0	0	1
86	Mitsubishi	Mitsubishi	Mirage	0	0	0	1	0	0	0	0	1
86	Nissan	Nissan	Rogue Select	0	0	0	1	0	0	0	0	1
86	Nissan	Nissan	370Z	0	0	0	1	0	0	0	0	1
86	Nissan	Nissan	Cube	0	0	0	1	0	0	0	0	1
86	Nissan	Infiniti	QX50	0	0	0	1	0	0	0	0	1
86	Nissan	Infiniti	QX70	0	0	0	1	0	0	0	0	1
86	Nissan	Infiniti	QX80	0	0	0	1	0	0	0	0	1
86	Nissan	Nissan	GTR	0	0	0	1	0	0	0	0	1
86	Nissan	Nissan	Juke	0	0	0	1	0	0	0	0	1
86	Nissan	Infiniti	Q70	0	0	0	1	0	0	0	0	1
86	Nissan	Nissan	Murano	0	0	0	1	0	0	0	0	1
86	Nissan	Nissan	Murano Cross Cabriolet	0	0	0	1	0	0	0	0	1
86	Nissan	Nissan	Quest	0	0	0	1	0	0	0	0	1
86	Nissan	Infiniti	Q50	0	0	0	1	0	0	0	0	1
86	Nissan	Infiniti	Q60	0	0	0	1	0	0	0	0	1
86	Other	Lamborgini	Lamborgini*	0	0	0	1	0	0	0	0	1
86	Other	Lotus	Evora	0	0	0	1	0	0	0	0	1
86	Other	Maserati	Maserati*	0	0	0	1	0	0	0	0	1
86	Other	Aston Martin	Aston Martin*	0	0	0	1	0	0	0	0	1
86	Other	Ferrari	Ferrari*	0	0	0	1	0	0	0	0	1
86	Subaru	Subaru	BRZ	0	0	0	1	0	0	0	0	1
86	Subaru	Subaru	XV Crosstrek	0	0	0	1	0	0	0	0	1
86	Subaru	Subaru	Forester	0	0	0	1	0	0	0	0	1
86	Subaru	Subaru	Impreza	0	0	0	1	0	0	0	0	1
86	Subaru	Subaru	Impreza WRX/STI	0	0	0	1	0	0	0	0	1
86	Suzuki	Suzuki	Grand Vitara	0	0	0	1	0	0	0	0	1
86	Suzuki	Suzuki	SX4	0	0	0	1	0	0	0	0	1
86	Toyota	Lexus	CT Hybrid*	0	0	0	1	0	0	0	0	1
86	Toyota	Lexus	ES Hybrid	0	0	0	1	0	0	0	0	1

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Rank	OEM	Make	Model	2014 AALA	Profit Margin	Labor	R&D	Transmission	Inventory, Capital, Other Expenses	Engine	Body, Interior Chassis, Electrical, Other	Total Domestic Content
86	Toyota	Lexus	GS	0	0	0	1	0	0	0	0	1
86	Toyota	Lexus	GS Hybrid	0	0	0	1	0	0	0	0	1
86	Toyota	Lexus	GX	0	0	0	1	0	0	0	0	1
86	Toyota	Toyota	Highlander HV*	0	0	0	1	0	0	0	0	1
86	Toyota	Lexus	IS C	0	0	0	1	0	0	0	0	1
86	Toyota	Lexus	IS F	0	0	0	1	0	0	0	0	1
86	Toyota	Lexus	IS	0	0	0	1	0	0	0	0	1
86	Toyota	Lexus	LS	0	0	0	1	0	0	0	0	1
86	Toyota	Lexus	LS Hybrid	0	0	0	1	0	0	0	0	1
86	Toyota	Lexus	LX	0	0	0	1	0	0	0	0	1
86	Toyota	Toyota	Prius c	0	0	0	1	0	0	0	0	1
86	Toyota	Toyota	Prius Plug-in Hybrid	0	0	0	1	0	0	0	0	1
86	Toyota	SCION	iQ	0	0	0	1	0	0	0	0	1
86	Toyota	SCION	tC	0	0	0	1	0	0	0	0	1
86	Toyota	SCION	xB	0	0	0	1	0	0	0	0	1
86	Toyota	SCION	FR-S	0	0	0	1	0	0	0	0	1
86	Toyota	SCION	xD	0	0	0	1	0	0	0	0	1
86	Toyota	Toyota	Yaris	0	0	0	1	0	0	0	0	1

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MEDIA CONTACTS

Lara Kline
Assistant Dean of Marketing & Strategy
Kogod School of Business, *American University*
kline@american.edu
202-885-1891

Ericka Floyd
Public Relations Manager
University Communications, *American University*
efloyd@american.edu
202-885-5935

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FOR IMMEDIATE RELEASE

Chevrolet, Ford Take the Lead in 2014 Kogod Made in America Auto Index

Index Provides More Accurate Evaluation of Vehicles' True Country of Origin

WASHINGTON, D.C. (April 3, 2014) – The Chevrolet Corvette and Ford F-Series pickup are the most American-made car models, according to the 2014 Kogod Made in America Automotive Index.

Developed by Associate Professor Frank DuBois, an expert in global supply chain management, the index ranks 318 car models based on seven weighted data points. These criteria include several factors unaddressed by the American Automotive Labeling Act (AALA). The criteria include:

- **Profit Margin**: Location of the automaker's global headquarters
- **Labor**: Location of assembly
- **Research & Development**: Location of R&D activities
- **Transmission**: Location of production
- **Inventory, Capital and Other Expenses**: Location of assembly
- **Engine**: Location of production
- The **AALA** "Domestic Content" Score

DuBois used publicly available data to develop the index, including data from the AALA, automakers' annual reports, and Form 10-K filings to the U.S. Securities and Exchange Commission. Automakers received up to 100 percentage points based on the scores each received in the seven categories noted above.

The top six vehicles (several received the same score) in the 2014 Kogod Made in America Auto Index, based on a 100 point scale, are the Ford F-Series Pickup (Score: 87.5); the Chevrolet Corvette (87.5); the Buick Enclave (86); the Chevrolet Traverse (86); the GMC Acadia (86); and the GMC Acadia Denali (86).

-MORE-

Professor DuBois believes the Kogod Index represents the most accurate "made in America" index available because it acknowledges that every vehicle is likely to include non-American content, given that a global supply chain is the operating reality of the entire automotive industry.

According to DuBois, the AALA is meant to help consumers "buy American," but the data it provides is limited in several ways. Since the 1994 passage of the AALA, automakers have been required to affix a label documenting the percentage of "American" content in each vehicle sold in the U.S. While this data is useful, it has some limitations. Most notably:

1. Canadian and U.S. content are not disaggregated;
2. Automakers can "round up" from 70 to 100 percent to calculate domestic content;
3. Cars with very little U.S. content may be allowed to use labels from vehicles with higher U.S. content if they are part of the same carline.

"This index provides the public with a more accurate reflection of the true country of origin of a car and the impact of its purchase on the U.S. economy," said DuBois. "And hopefully, it holds vehicle manufacturers accountable for the claims they make in marketing to U.S. consumers."

To view the complete 2014 Kogod Made in America Auto Index, visit kogod.american.edu/autoindex.

About Kogod School of Business

The Kogod School of Business at American University in Washington, D.C. was founded in 1955 and named in honor of its generous benefactors, Robert and Arlene Kogod. Committed to the belief that profit and purpose are not at odds, Kogod believes purpose-driven individuals create sustainable organizations which shape a thriving global economy. Kogod provides graduates with a rigorous framework of business education and research to develop their critical thinking and problem solving skills, prepares them to work and lead in organizations across the private and public sectors spanning the globe, and to understand the broad and enduring impact organizations have on individuals and society. Kogod is accredited by The Association to Advance Collegiate Schools of Business (AACSB). To learn more about the Kogod School of Business, visit kogod.american.edu.

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