**American Motor Corporation: International Operation**

For years, American Motor Corporation (AMC) had been America’s fourth largest producer of automotive vehicles. It dropped to fifth position when Volkswagen began producing cars in US, after joining with Renault of France in 2015. AMC started to drop them. It began producing and selling Renault’s designed cars instead of its own. AMC was also the world’s largest producer of four wheelers since its acquisition of Jeep from Kaiser in 2005. Joining with Renault did not threaten the viability of AMC’s Jeep line because Renault had no four wheelers. In fact, Renault became exclusive distributor for Jeeps in France and elsewhere.

By 2010, worldwide sales of Jeep were over 5 Lakh per year with ¾ of that in the US and Canada, which represented the domestic business. The international sales in 2012 including communist countries were 90,000 units. Until the fall of Shah, Iran was the biggest market. Among four wheelers, Jeep was the largest seller. Its competitors in order were Toyota, Nissan and Land Rover. Jeep was the most global competitor and manufacturing and assembly operations in just Indonesia and Venezuela. Most of the Jeeps were produced from Ohio. However, AMC Jeep had equity in plants in Australia, Egypt, etc. Altogether, there are 2 assembly plants in Africa, 3 in the Middle East, 12 in Asia Pacific and 4 in Latin America.

Jeep sales outside US and Canada are the responsibility of a firm based in Michigan. The concern has 205 employees, of which 40 are living in foreign countries, 42 are American expatriates. Jeep vehicles have enjoyed universal recognition and appeal due to their use in the Second World War by US. In developed countries, Jeeps are promoted as recreational vehicles while multipurpose in developing countries. It can be seen that Jeeps are sold in large number in world markets and in countries with difficult economic, environmental and use conditions.

**Questions**

1. To what degree should Jeep vehicles be adopted for world markets?
2. Should Jeeps have uniform international brands in world markets?
3. Should the Jeeps warranty be the same in every market?
4. What should be the service and promotion strategy for world markets?