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## In the trenches: Automobile Manufacturing

Q&A with Bill Taylor

Birmingham Business Journal

Bill Taylor is president of the Economic Development Partnership of Alabama and former head of Mercedes-Benz U.S. International.

**BBJ:** *What is your outlook on what local auto manufacturers will face in 2010?*

**Taylor:** Certainly it will remain flat as we move through the winter, which is actually common in the industry.

**BBJ:** *What effect, if any, will Cash for Clunkers have on the industry in 2010?*

**Taylor:** With that program they simply took future sales, so things will remain the same. If you look at the charts that were released when the program was over, the numbers went back to where they were. But, there is demand being built-up because so many manufacturers scrapped production to accommodate what was going.

**BBJ:** *At what point do you think things will start to improve?*

**Taylor:** I am optimistic about (the spring of 2010.) There will be an adjustment, but it will be gradual. We won't post the numbers that we enjoyed before, but there will be an improvement. And, quite frankly, a gradual improvement is better than a fast-paced one.

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