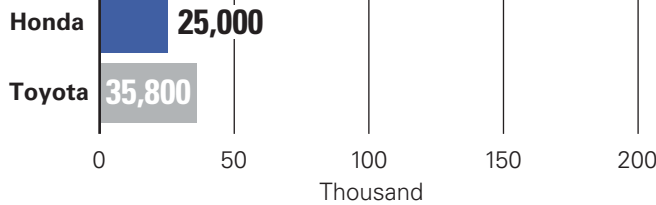




# Honda vs. Toyota



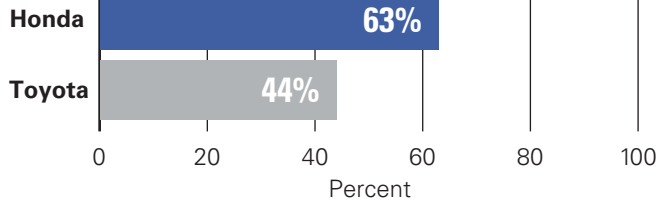
## DIRECT EMPLOYMENT - 2009



Each one of these jobs at auto plants, labs and offices supports more than 9 other jobs in the surrounding community.



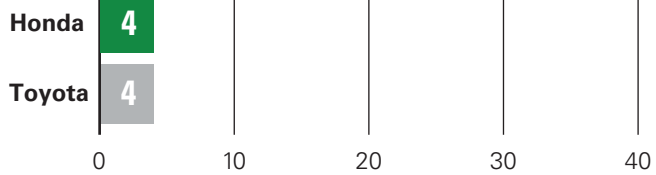
## U.S. PRODUCTION - 2009



A good way to judge a company's commitment to U.S. investment is to measure how many of the cars that it sells here are also assembled here.



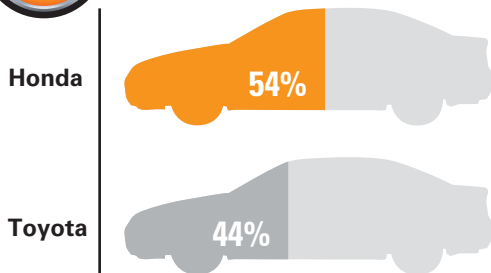
## U.S. ASSEMBLY PLANTS - 2009



A typical plant employs about 2,000 workers, requires \$1 billion or more in capital investment, and encourages suppliers to build their factories nearby.



## MODEL YEAR DOMESTIC CONTENT - 2009



Auto parts suppliers are the largest industry employer in 8 States and a top employer in 11 others.



Honda



Toyota

The JPC (Jobs Per Car) score is based on how many U.S. workers each company employs for every 2,500 cars it sells here.

**Level Field** was founded by retirees of Ford, GM, Chrysler, and the companies that supply them. We encourage all foreign-owned automakers to invest more in America—home to some of the best workers in the world. But if you are considering a company's contribution to our economy when you buy a car, you should have all the facts. To learn more, please visit our website at:

[www.levelfieldinstitute.org](http://www.levelfieldinstitute.org)



What you drive, drives America.