

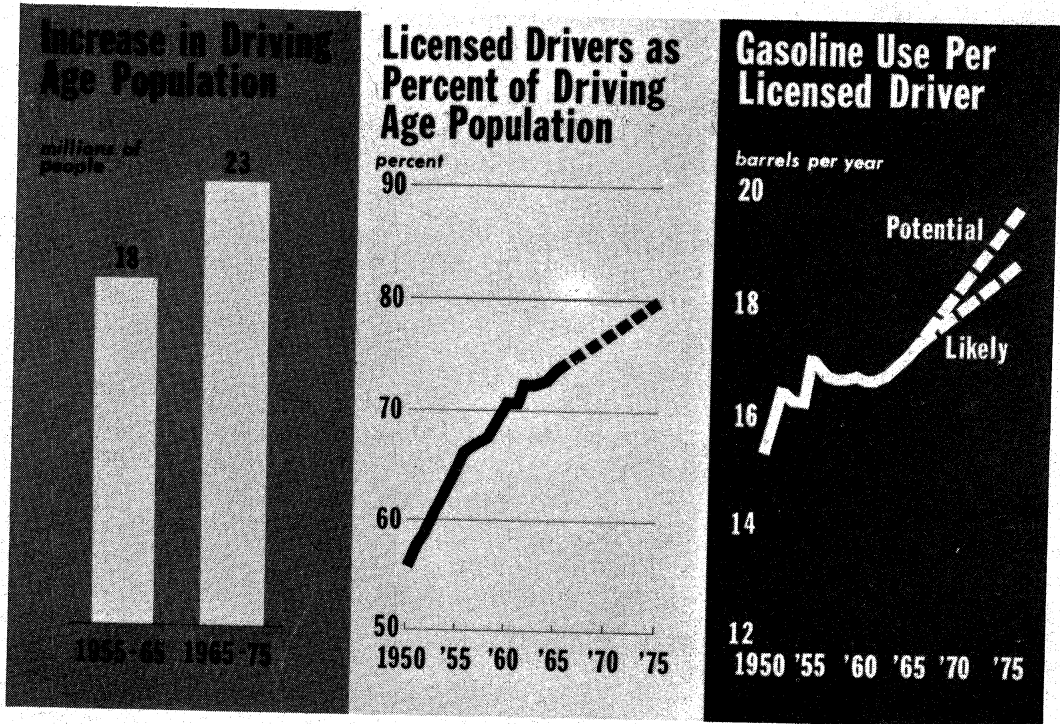


CHART 40

and the changes in the age groups, there is an increase in the number of people reaching the driving age. In the past 10 years, the increase amounted to 18 million people, and in the current 10 years we can expect an additional increase of approximately 23 million people. This, of course, is an ingredient for growth and tells us something about what we can expect in this market. [Chart 40.]

We also find that the number of licensed drivers of the driving age population has been growing as indicated by the dark line. And we have a projection up to 1975 indicating a further increase. I think that you would all agree that we are not likely to see 100 percent of all of the people old enough to drive actually being licensed to drive, but there is a sound basis for expecting the increase shown here.

This increase is, primarily, an increase in the number of female drivers. Female drivers have lagged behind male drivers in the past, but when we look at where our population is growing, we will find that our central cities of 1 million population and up are not exhibiting any growth. There is some growth for cities ranging from 1 million down to 100,000, but most of the growth is in areas of 100,000 down to 5,000. In some cases, this growth is on the fringe of central cities; in other cases, in communities set apart. We can find many communities where automobile use has quadrupled in the postwar period. It really does not matter whether the growth is on the fringe of the central city or in the communities set apart. In both cases, this increases the essential use of the private passenger automobile.

There have been surveys conducted which indicate that approximately 85 percent of the annual accumulated mileage of a private passenger car is for essential purposes with only 15 percent being for purposes of vacation travel and recreation.

I might cite many economic reasons for expecting a further movement away from our central cities in the future, that is, a proportional