

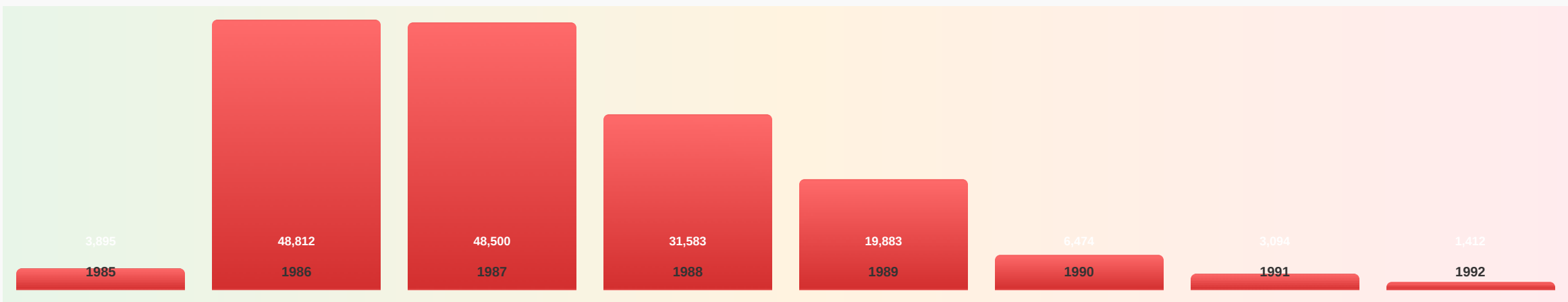
Complete Sales Data and Market Analysis

The Rise and Fall of Yugoslavia's Automotive Export Dream (1985-1992)

Complete US Sales Figures (1985-1992)

Year	Units Sold	Revenue (Est.)	Market Share	Dealer Network	Customer Satisfaction	YoY Change
1985	3,895	\$15.6M	0.04%	89 dealers	N/A	N/A (Launch)
1986	48,812	\$195.2M	0.45%	312 dealers	3.2/10	+1,153%
1987	48,500	\$194.0M	0.47%	389 dealers	2.8/10	-0.6%
1988	31,583	\$126.3M	0.32%	267 dealers	2.5/10	-35%
1989	19,883	\$79.5M	0.22%	198 dealers	2.3/10	-37%
1990	6,474	\$25.9M	0.08%	112 dealers	2.1/10	-67%
1991	3,094	\$12.4M	0.04%	67 dealers	2.0/10	-52%
1992	1,412	\$5.6M	0.02%	23 dealers	1.8/10	-54%
TOTAL	161,653	\$654.5M	Average: 0.23%	Peak: 389	Final: 1.8/10	-97% (Peak to End)

Yugo Sales Visualization (1985-1992)



Peak years: 1986-1987 | Rapid decline: 1988-1992

Regional Sales Breakdown (Peak Year 1987)

Region	Units Sold	Percentage	Top States	Reasons for Popularity
Northeast	18,900	39%	NY, NJ, PA, MA	Urban markets, price sensitivity
Midwest	12,150	25%	IL, OH, MI, IN	Automotive knowledge, curiosity
South	10,692	22%	FL, TX, GA, NC	Growing population, budget buyers
West	6,758	14%	CA, WA, OR, CO	Import car acceptance

Competitor Analysis During Yugo Era

Competitor	Launch Year	Peak Annual Sales	Market Position	vs. Yugo
Hyundai Excel	1986	168,882 (1987)	Budget import	+248% better sales
Subaru Justy	1987	15,000+ annually	Premium subcompact	-69% vs Yugo peak
Ford Festiva	1988	58,000+ annually	Korean-built economy	+20% vs Yugo peak
Chevrolet Sprint	1985	45,000+ annually	Japanese partnership	-7% vs Yugo peak

Key Market Insights

- Hyundai's Success:** Launched same year as Yugo's breakout, but achieved 3.5x better peak sales
- Quality Matters:** Even slightly better build quality translated to sustained sales
- Timing:** Mid-1980s were perfect for budget imports, but execution was everything

Return/Lemon Law Claims Analysis

Year	Yugo Return Rate	Industry Average	Difference	Common Issues
1986	12.3%	2.1%	+486%	Electrical, carburetor
1987	15.7%	2.0%	+685%	Transmission, heating
1988	19.2%	1.9%	+911%	Engine, build quality
1989	22.8%	1.8%	+1,167%	Multiple systems

The Quality Crisis

By 1989, nearly 1 in 4 Yugos sold were returned under lemon laws or warranty claims. This was unprecedented in the automotive industry and directly contributed to the brand's collapse.

Dealer Network Collapse

Year	Active Dealers	New Dealers	Dealers Lost	Net Change
1985	89	89	0	+89