

A large, stylized number '5' in a light blue color, centered on a red background. The number has a thick, rounded stroke. In the upper right portion of the '5', there is a white rectangular area containing the text 'Blueprint for the Future'.

Blueprint  
for the  
Future

**Five  
years  
ago,**

**American  
manufacturing  
was left  
for dead.**

# KEEP IT MADE IN AMERICA

---

**Today**, our national leaders, think tanks, smartest academics and cutting-edge business management consultants are engaged in a vibrant competition of ideas on how to restore America's manufacturing leadership, which they all agree is essential. After losing one-third of our manufacturing jobs in the last decade, we've added a half million since 2010. The theme of 2012's State of the Union address? Made in America. *Reshoring* is a new entry in our lexicon. The most common physical image of 2012 campaign ads? The factory.

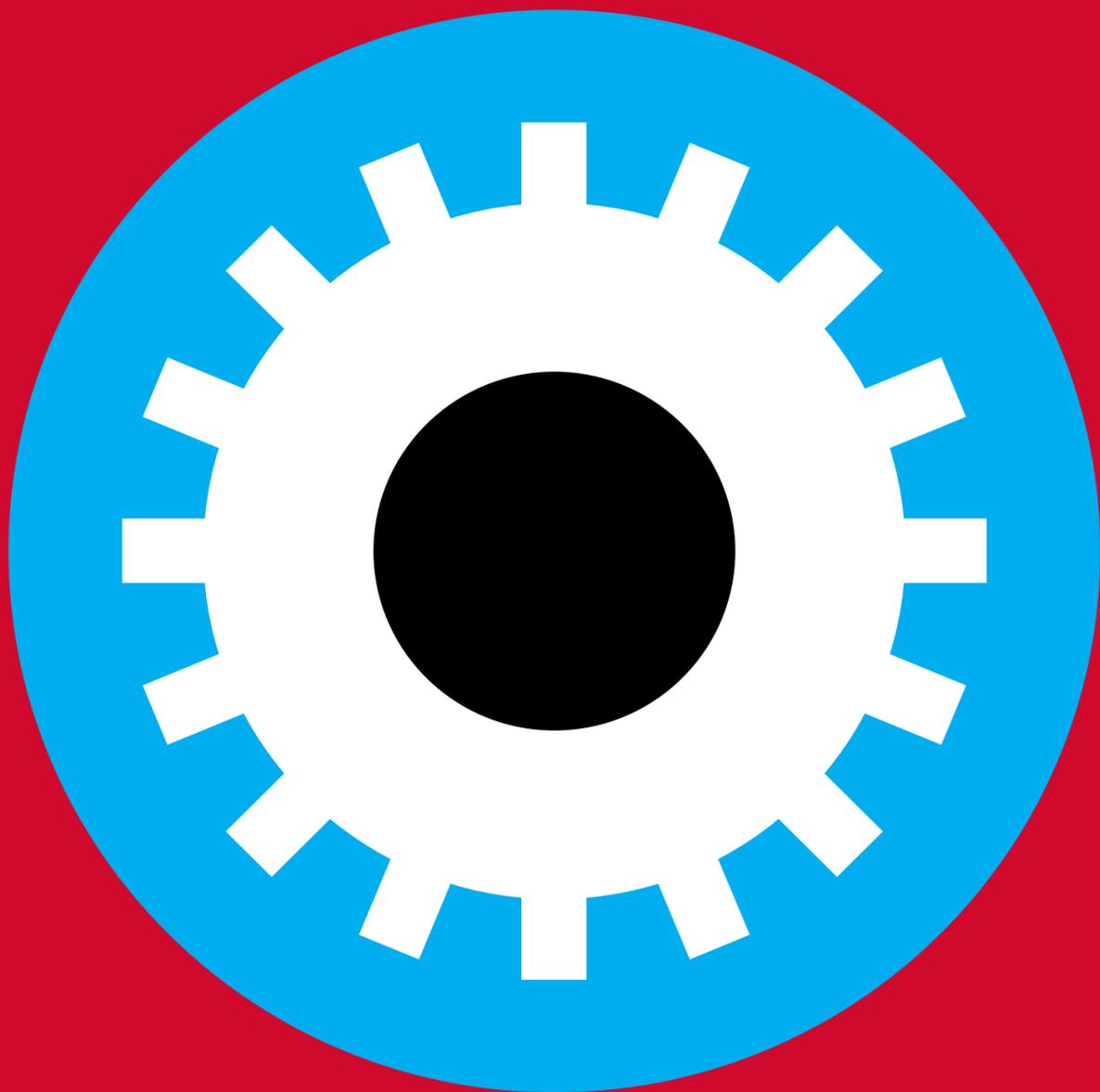
How did this remarkable transformation take place? It wasn't by accident. One group came together in 2007 with the goal of making manufacturing a top issue for American voters and our national leaders. We are the Alliance for American Manufacturing. This is how we are building the blueprint for the future.



**Scott N. Paul**  
President  
Alliance for American Manufacturing



America was losing 44,000 factory jobs per month. One in three manufacturing jobs vanished last decade. Now, President Obama has established a goal of creating one million new manufacturing jobs by the end of his second term.



# Our Mission

America has always made things. At the Alliance for American Manufacturing, we want to keep it that way.

The Alliance for American Manufacturing (AAM) was founded in 2007 by leading domestic manufacturers and the United Steelworkers (USW), North America's largest industrial union, with a simple mission: strengthen American manufacturing through smart public policies.

Before AAM, America's manufacturing sector faced decades of neglect in Washington on key policies. The results: outsourcing, decay, job losses, a horrendous image, and shunning by the next generation of American workers. Manufacturing was indeed left for dead.

All that changed five years ago. We showed our nation's leaders that manufacturing is not a partisan issue, and there are significant areas of agreement between business and labor. With our nation's capital plagued by gridlock and division, we offered a refreshing change.

We reminded America of how essential manufacturing is for innovation, a strong middle class, healthy communities, a growing economy and financial stability. Sexy? Only to gearheads. But manufacturing is the heartbeat of the American economy—essential and irreplaceable.

We've started the conversation. Now there is more work to be done. The blueprint for the future is being built by the Alliance for American Manufacturing.

**Authentic Voices.** Since 2007, AAM has hosted nearly 40 town hall meetings in 17 states to move American manufacturing forward. These nonpartisan events have focused attention on policies that could grow manufacturing jobs.



**"Buy America is good news for laid-off workers** in construction and manufacturing, and good news for the global economy by helping to spur U.S. growth." *Associated Press* 2/12/2009

**Associated Press**

**Majority For Manufacturing** "A majority of likely voters say the U.S. no longer has the world's strongest economy and that Washington isn't doing enough to rebuild manufacturing. People are greatly concerned about our lost standing." Scott Paul, AAM Statement 9/27/2010



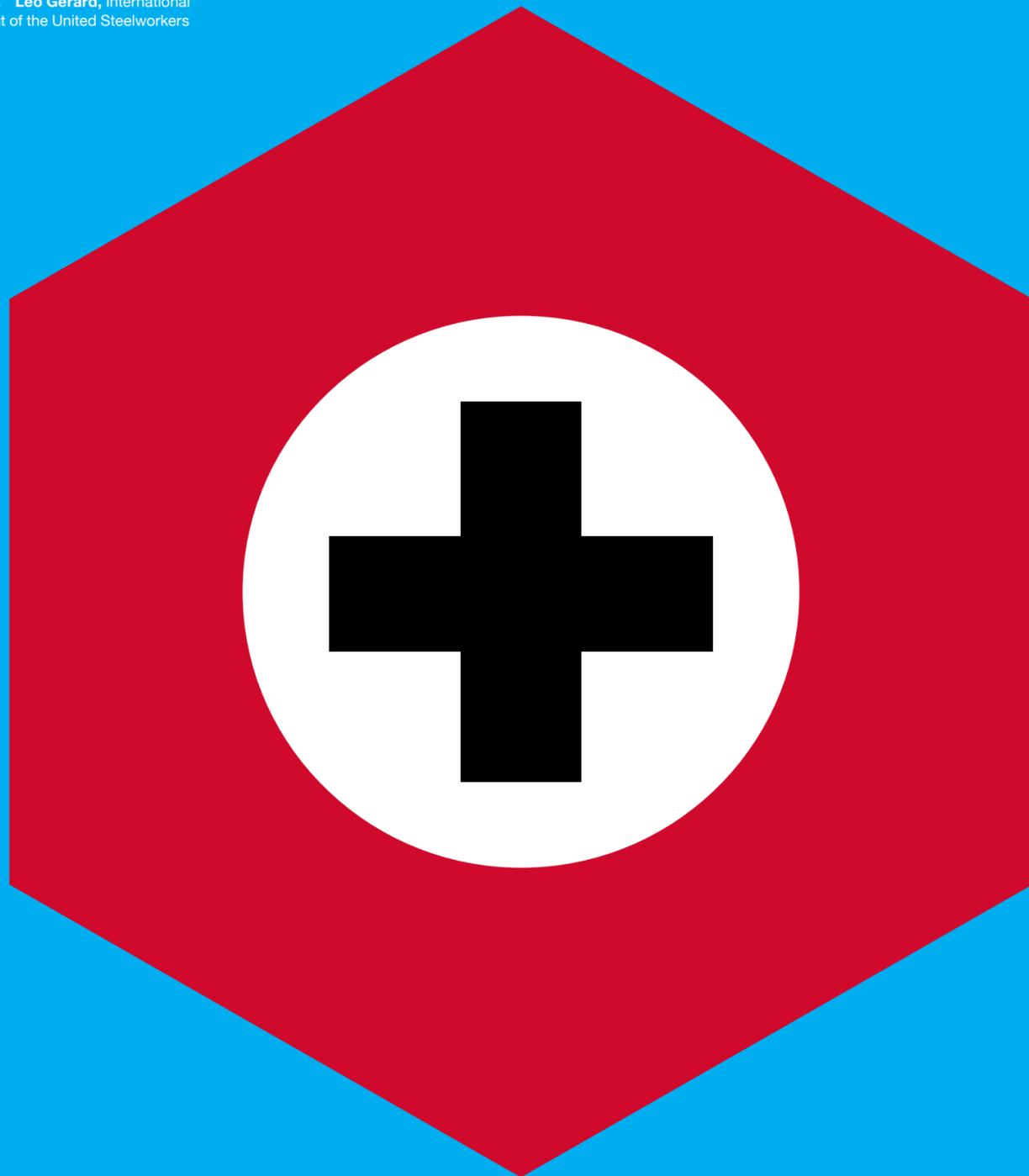
**ABC World News** is spotlighting "Made in America." In order to focus on the importance of buying Made in USA goods, ABC is attempting a reality show-style experiment: "Is it possible for an all-American family to live life with only all-American products?" *ABC* 3/1/2011

**ABC World News**

**Paul on CNBC** "When President Obama speaks of 'economic patriotism' and launching trade actions against China, he's not pandering. He's responding to an economic reality. Our nation shed 5.5 million manufacturing jobs in the last decade. And the firms that have moved operations overseas? They may love American consumers, but they love sweetheart deals with the Chinese government even more." Scott Paul 10/3/2012

**CNBC**

**AAM's Founding** "It's very important that America have a strong industrial base if it's going to continue to be a strong and dominant force in the world... We've come together now because we clearly have a mutual interest in having a strong manufacturing industry in America." **Leo Gerard**, International President of the United Steelworkers



# Forged from Steel

The Alliance for American Manufacturing (AAM) was forged out of Ben Franklin's old adage: We must all hang together or we will most assuredly hang separately. Leo Gerard, the International President of the United Steelworkers, and CEOs of Steelworker-represented manufacturers understood that. These leaders launched AAM in 2007 to build on the success of the "Stand Up For Steel" coalition.

Right away, we sought a different course to break through the partisan stalemate and "manufacturing is dead" attitude that is all too prevalent in Washington, DC. We don't endorse political candidates; we shape political discourse. We don't take sides in every debate; we help to steer the conversation. We don't divide lawmakers—our issues unite Democrats and Republicans with their voting base, which overwhelmingly supports our cause.

Here's what didn't happen by accident: Mitt Romney's embrace of getting tough on China, Barack Obama's sharp focus on manufacturing in a State of the Union address, House Democrats launching a "Make It in America" plan, thirty statehouses considering "Buy America" bills, and nearly a million political television ads in 2012 on jobs, trade, and outsourcing.

Entering 2013, Made in America is back, five years in the making. Tens of thousands of miles, dozens of town hall meetings, and a careful selection of polls, studies, books, and ideas that reshaped the manufacturing policy debate.

We've started the transformation. Now there is more work to be done.

**A Unified Voice Argues the Case for U.S. Manufacturing** "One of the first issues that the group, the Alliance of American Manufacturing, plans to address is how American factory owners and workers have been hurt by what the group says is the Chinese government's improper currency manipulation and industry subsidies." *New York Times* 4/26/2007



**National Journal Named AAM a Key Interest Group** As part of its series on President Obama's policy agenda, National Journal cited AAM as a key interest group in US-China policy-making, noting that AAM is critical on China's currency manipulation and is "pushing for action" against Chinese industrial subsidies. *National Journal* 5/9/2009



**State of the Union Address 2012** "Tonight, I want to speak about how we move forward, and lay out a blueprint for an economy that's built to last—an economy built on American manufacturing, American energy, skills for American workers, and a renewal of American values... Now, this blueprint begins with American manufacturing." President Obama 1/24/2012



**Prestigious Award for AAM Team** AAM was awarded The 2012 Campaign Excellence Award for "Public Affairs Campaign of the Year" together with our bipartisan pollsters and strategic advisors by the American Association of Political Consultants. The AAPC Awards recognize the best in political communication.



**Factory Factor** "One of the most popular images in 2012 political advertising was the American factory. Depicted as desolate through chained gates or shot from a brightly lit, busy floor, the factory starred in an air war dominated by debate over the health of the American economy." Kantar Media's Campaign Media Analysis Group 11/13/2012



---

**Make It in America** The seeds of the “Make It in America” campaign were planted in early 2010. That summer, House Democrats were briefed on a poll conducted...for the Alliance for American Manufacturing, which found that voters were anxious about the nation’s mounting debt to China. Key voting blocs—including independents and older people with no college education—named the loss of manufacturing jobs as a top worry, the survey found. The poll “crystallized” Democratic thinking, said Rep. Chris Van Hollen (D-MD), the then-leader of the political committee in charge of electing Democrats to Congress. The poll’s findings also helped to rebrand policies the administration was already pursuing, such as a federal restructuring of the auto industry.

---

“New Democratic strategy for creating jobs focuses on a boost in manufacturing” *Washington Post* 8/4/2010

The poll  
“crystallized”  
Democratic  
thinking.

Rep. Chris Van Hollen  
D—MD

---

**The Conservative Case for Manufacturing** “Two-thirds of voters think China’s manipulation of its currency and cheating on international trade rules and agreements has cost U.S. jobs. Americans view Chinese products as cheap, poorly made, and less safe. A strong majority say ‘we need to get tough with China and use every possible legal means to stop their unfair trade practices which will keep undermining our economy and taking away our jobs.’ Republicans are even more likely than Independents or Democrats to say we need to get tough.”

---

Whit Ayres, President, NorthStar Opinion Research, *Human Events* 8/27/2012

“Reagan may have  
been a free trader  
but he didn’t give  
anyone a free ride.”

**Clyde Prestowitz**  
Founder and President of the  
Economic Strategy Institute;  
Former counselor to the  
Secretary of Commerce  
in the Reagan Administration

97% of voters in 2012 had a favorable view of goods manufactured in the U.S. In just two years, the percentage of American voters that had a very favorable view has surged from 58% to 78%.



# Research & Policy

AAM's research program drives policy and political change. Before today's plethora of books on manufacturing and competitiveness, there was AAM's *Manufacturing A Better Future for America* in 2009. Before President Obama announced a trade case against China on auto parts in September 2012, research commissioned by AAM on Chinese auto parts subsidies was released in January 2012. Before the House of Representatives passed China currency legislation in 2010 and the Senate in 2011, AAM commissioned events and reports on jobs lost to China. AAM's timely and careful research—on trade laws, product safety, homeland security, infrastructure, Chinese industrial subsidies, and Buy America laws—is frequently cited by the media and lawmakers.

AAM weaves together grassroots advocacy, research, and savvy public relations that gives us unique reach, from union halls to corporate boardrooms, The Colbert Report to C-SPAN, movement conservatives to the progressive netroots, and state capitols to Capitol Hill.

**Buy America Works** AAM released research in 2009 and 2010 on the effectiveness of Buy America policies in creating manufacturing jobs. The studies showed that Buy America policies create 33% more manufacturing jobs per dollar of federal investment.



**Manufacturing a Better Future for America** Our book detailed the challenges and opportunities the country faces at this critical time: trade policy, skills and training, research and development, national security, supply chains, new technology, and globalization. A new volume is being released in 2013.



**AAM Research Exposes Reasons Behind Chinese Glass in Freedom Tower** "The contract to manufacture the blast-resistant glass wrapping the main tower's first 20 stories was awarded earlier this year to a Chinese firm that underbid U.S. competitors." *Washington Post* 10/10/2009

The Washington Post

**89% of voters now favor** a national strategy to support manufacturing in the U.S. Voters want to make sure that economic, tax, education, and trade policies in this country work together to help support manufacturing in the United States.



**Homeland Security and Manufacturing** "There is a direct nexus between a strong domestic manufacturing sector and America's ability to prevent, mitigate, recover from, and rebuild quickly in the wake of catastrophic events. Revitalizing America's domestic manufacturing capacity must become a clear and urgent national priority at all levels of government and among industry leaders." Tom Ridge, first secretary of the U.S. Department of Homeland Security 7/25/2012



Netroots Foundation singled out AAM for excellence on how advocacy groups can capitalize and “navigate their issues in an election year.” They pointed to “speed, relevance and preparation” as the key to successful social media advocacy and particularly praised our efforts in advance of President Obama’s 2012 State of the Union address.



# AAM & the Media

AAM is a go-to news source on manufacturing and trade with China. We’re an innovator in social media. Our ongoing engagement with several thousand reporters covering economic issues, through fact sheets, press releases, advisories, a daily blog, and social media like Twitter, YouTube, Facebook, Pinterest and Tumblr has garnered AAM regular, valuable appearances in print, TV and radio throughout the United States. AAM’s Scott Paul is quoted regularly in high-profile national media outlets like the *New York Times*, the *Wall Street Journal*, the *Washington Post*, and *USA Today*. He’s seen and heard on television and radio interviews on ABC World News, CNN, CNBC, MSNBC, Fox News, NPR, and Marketplace Radio. In 2012 alone, Scott penned 37 op-eds in major daily newspapers across America. His provocative essays for influential outlets like the *Huffington Post*, CNBC and *IndustryWeek* have driven national conversations.

**CNN’s ‘Your Money’** “China is America’s banker. But a lot of the job situation we’re having right now is the direct result of our imbalanced trade relationship with China. We’ve been bleeding manufacturing jobs for almost a decade, and there’s nothing that indicates over the last week that’s going to change anytime soon.” Scott Paul 8/1/2009



**CNBC** “Manufacturing wages are still very, very good. They’re better than the rest of the private sector and I would be quick to point out that labor intensive manufacturing is a very small part of manufacturing. These are not your grandfather’s factories. These are very automated, highly skilled workers...We’re highly competitive on a global basis if we take advantage of it.” Scott Paul 6/11/2012



**Social Media Efforts Praised** Calling AAM a “major driver of information,” Wired for Change highlighted AAM’s social media efforts around legislative pushes like Buy America and China currency manipulation. From early strategic efforts in the election cycle of 2008 through a rapidly-expanded program in 2012, AAM’s social media continually engages current advocates and expands their audience to capture new supporters.



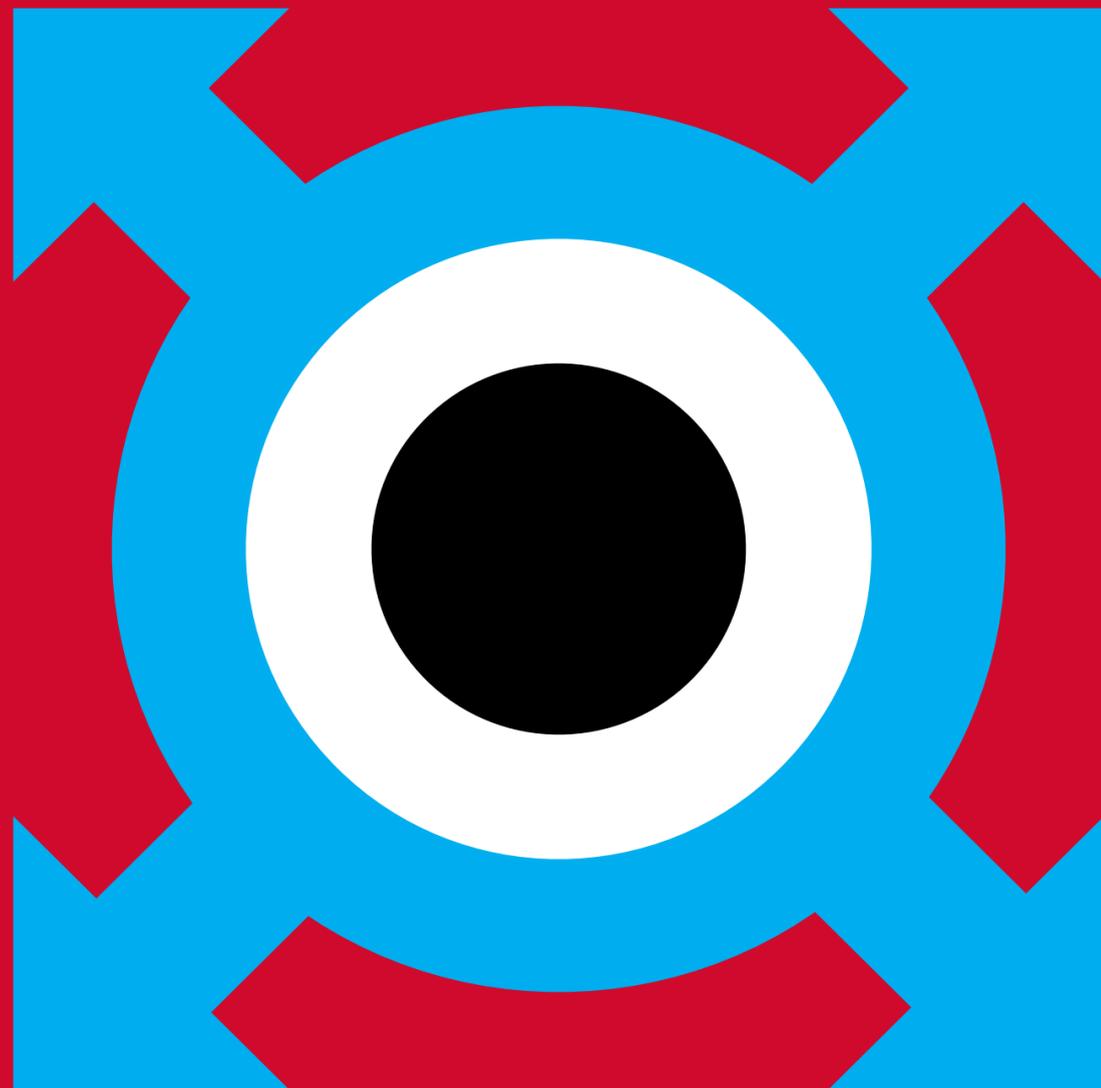
**CNN Debate** As President Obama released his manufacturing plan for his second term, CNN “Your Money” anchor Ali Velshi talked with Scott Paul and Will Cain about the growth in American manufacturing, and what the future holds. “There is no other sector in our economy that has a higher multiplier effect. When you create a job in a factory, you create spinoff jobs.” Scott Paul 11/26/2012



**Financial Times** “People get that something is not right about what we are doing with China. The American people want strong action, even when presented with the best arguments the other side has.” Scott Paul, AAM 7/16/2012



**In The States.** In 2012, AAM-backed legislation to provide a preference for American manufacturing in state-funded procurement was introduced in 30 states across the country. The bills passed overwhelmingly in state legislative bodies in several parts of the nation. This continues AAM's strong track record of grassroots advocacy for manufacturing jobs.



# Grassroots & Advocacy

Although AAM is not a traditional membership organization, we have attracted tens of thousands of activists—left and right, management and labor—willing to make calls, write letters and spread our message. Our activists helped pass over 500 “Buy America” resolutions across America in 2009, persuaded the House to pass China currency legislation in 2010, and the Senate to do the same in 2011. Thousands of postcards poured into the Capitol in 2012, prompting President Obama to launch a trade case to preserve American auto parts jobs.

We make sure our activists, voters, and leaders know the facts about the importance of manufacturing to the U.S. economy, the current state of U.S. industry, unfair practices by America’s trading partners, and the need for Congress and the Administration to enforce U.S. trade laws. AAM’s interactive campaigns have motivated tens of thousands of concerned voters to speak up for manufacturing jobs.

AAM’s field team connects with federal, state, and local elected representatives throughout the United States to advocate on behalf of American manufacturing. And, our field team is authentic: they all worked in factories before joining the AAM team.

**Factories and Football** AAM has partnered with NFL players from the Green Bay Packers, Baltimore Ravens and Philadelphia Eagles to encourage young people to learn more about manufacturing in America.



**Buy American, please.** In 2009 AAM activists succeeded in adding more than 500 cities, towns, and local units of governments to an effort to “Buy American” with our tax dollars to recover from the Great Recession.

500+

**Get on the bus.** Covering 32 stops in 10 states over 4 days in May 2009, AAM’s “Made in America” bus tour highlighted the importance of our auto and auto parts sectors to local communities in the face of possible plant closures and bankruptcies of Chrysler and General Motors. The Obama Administration stepped in with a rescue plan.



**Keep It Made In America Town Hall Tour 2010** Our tour hit 12 cities in 10 states over 17 days, traveling more than 6,000 miles to talk about the tough issues revolving around reviving American manufacturing, lowering unemployment, and getting the U.S. economy back on track.



**We got the cards.** AAM activists poured thousands of postcards into Congress ahead of an Obama Administration decision to tackle China’s unfair trade practices in the auto parts sector. Once again, AAM’s research opened the door and our grassroots advocacy helped to make the difference.



# Manufacturing a Movement

## Town Hall Tenacity

In Fall 2007, AAM sponsored the first in an annual series of nationwide Town Hall meetings, attracting thousands of voters. Actor John Ratzenberger, manufacturing advocate and host of the TV series “Made in America,” moderated the inaugural events. Since then, we’ve visited nearly 40 cities in 17 states, with marquee guests including business owners, workers, leading Democratic and Republican officials, NFL players, and policy experts.

## Presidential Plaudits

In April 2008, at the height of the fevered battle for the Democratic presidential nomination, candidates Barack Obama and Hillary Clinton spoke at an AAM Presidential Candidates Forum in Pittsburgh, the only one of its kind in that election cycle.

## Buy America

In February 2009, when Congress approved the ARRA ‘Recovery Act,’ AAM demanded that Congress not outsource the spending to China by including Buy America preferences. When a Senate amendment tried to strip Buy America from the bill, AAM successfully led the effort to save it.

## Road Trip

AAM launched a 10 state, 32 city tour in May 2009 to trumpet the importance of America’s auto sector not only to Detroit, but also to communities all across America. And Washington heard that message: The Administration launched a rescue of GM and Chrysler, preserving hundreds of thousands of jobs in autos, auto parts, and the communities that depend on those jobs. Today, those companies are profitable, gaining market share and creating jobs in America.

## Don’t Tread on Tires

In September 2009, President Obama slapped tariffs on imported Chinese tires that were causing American factory closures and job losses. AAM mounted a grassroots campaign and offered expert testimony to support the case, which has helped add back more than 1,000 tire jobs nationwide.

## We Make It

In July 2010, when House Democrats launched a ‘Make it in America’ agenda, it was in response to AAM’s national polling of voter attitudes toward manufacturing, outsourcing, and China. The House then passed a series of bills designed to create American manufacturing jobs.

## Cleaning Up Clean Energy Trade

In 2010, AAM helped launch the fight to stop China’s predatory trade practices in the green technology arena. 224 Senators and Members of Congress joined us. President Obama swiftly accepted the entire 5,800 page Section 301 case for investigation. So far, China has agreed to dismantle one of its illegal programs. The United States Trade Representative (USTR) subsequently filed a WTO case on China’s export limits of rare earth elements.

## Filibuster Busters

In September 2010, when the House passed a bipartisan China currency bill, it was due in part to AAM’s aggressive advocacy efforts in Washington and across the nation. And again in October 2011, the U.S. Senate passed a bipartisan China currency bill, thanks in part to AAM’s strong advocacy efforts, overcoming a leadership-led filibuster—the only significant piece of legislation to break that gridlock.

## Prime Time Policy

President Obama’s January 2012 State of the Union Address put Made in America front and center for the first time in more than a generation. He stressed the importance of manufacturing and outlined many of AAM’s policy goals.

## We Approve This Message

The 2012 election cycle included nearly one million airings of ads focused on jobs. Both parties and their supporters spent more than \$50 million on China ads alone. The factory was the most ubiquitous physical image of campaign advertising; an outsourcing ad was rated the most effective spot of the election cycle. Our bipartisan polling showed the politicians that voters were hungry for Made in America. Our analysis—prepared by Kantar Media/CMAG—showed the politicians delivered, at least rhetorically.

**“I’ve worked with the Alliance for American Manufacturing on a number of their efforts, including the ‘Made in America’ campaign. Bringing media attention to the challenges faced by domestic manufacturers was incredibly difficult a few years ago. But thanks to AAM’s hard work and consistent advocacy, companies like mine are starting to see a real shift in both the public’s attention and the concerns of our elected officials.”**



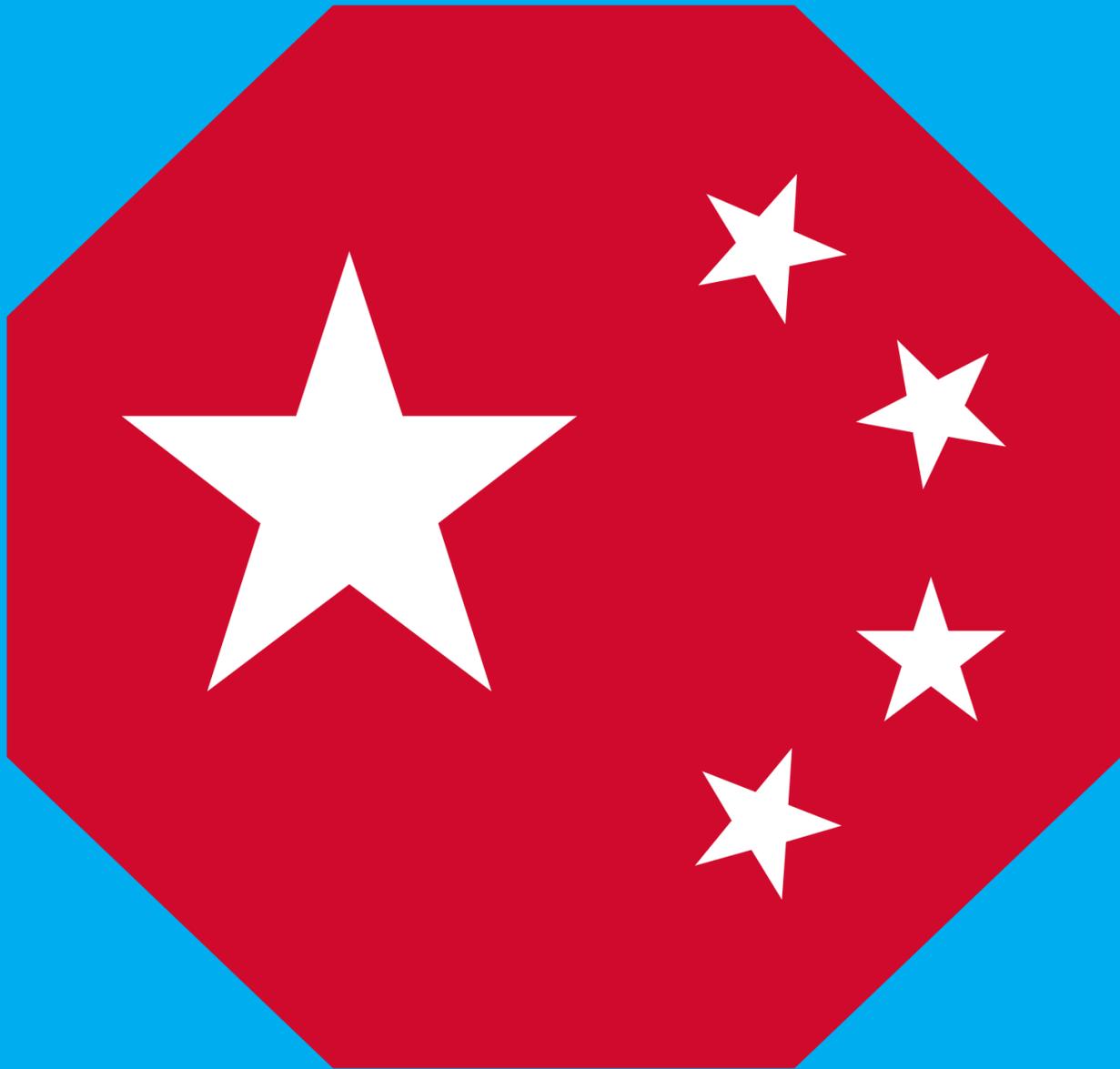
**Chandra Brown**  
President,  
United Streetcar  
Clackamas, OR;  
Vice President,  
Oregon Iron Works, Inc.,  
Clackamas, OR

**“I think AAM has been tremendously effective in keeping manufacturers informed and moving forward, even the small ones, like us. They have been a tremendous asset to our small manufacturing company by bringing a heightened level of awareness to the challenges facing American manufacturers, especially when it comes to unfairly subsidized imports from China.”**



**Beri Fox**  
President,  
Marble King, Inc.  
Paden City, WV

**Seeing Red** "The decimation of our middle class, our manufacturing sector, and the American economy as a whole has come in large part because developing nations like China have used illegal currency manipulation and other aggressive, mercantilist tactics to tilt the playing field in their favor." Scott Paul, AAM, *McClatchy News Service* 9/22/2011



# When China Cheats, We Lose

For the better part of a decade, China was getting away with cheating—artificially undervaluing its currency, subsidizing its industries, breaking the commitments it made to open trade, and ignoring labor and environmental laws. Worse, no one in Washington was willing to stop it.

The results? More than 2 million American jobs lost to China. And the most lopsided trade imbalance in history.

Today, China still cheats. But we're steadily turning the ship around, because Washington is finally heeding our call.

The Obama Administration has taken eight trade cases to the World Trade Organization and has won them all.

Both the House and Senate have passed legislation to penalize currency manipulation by China and other nations. Members of Congress have weighed in on trade cases at an unprecedented rate.

The once obscure release of the Treasury Department's semiannual exchange rate report is now a closely-watched event. Why? Because we implemented an effective strategy. We partnered with leading think tanks to produce precise, provocative research on jobs lost to China. We created an interactive map to illustrate just how many jobs each Congressional district lost. Our field team rounded up broad support from communities suffering from China's cheating. We reminded conservatives that President Reagan would have held China accountable. We're battling against some of the most powerful influencers in Washington, Wall Street, corporate outsourcers, and national editorial boards. But we're making a difference.

**In 2008**, then-Senator Obama appears in a candidate forum for AAM in Pittsburgh, calls Bush a "patsy" and for US to be better bargainers, warning China, "You guys keep on manipulating your currency, we are going to start shutting off access to some of our markets." 4/14/2008



**House Passes Currency Bill** "It's never been more clear that China responds to pressure. The Yuan is the one currency in the world that's pegged to political pressure. The lesson is clear: We need to keep the heat on. It's now the Senate's turn to act." Scott Paul, AAM 9/30/2010

**The China Job Drain** Working with the Economic Policy Institute, AAM published an interactive map in 2011 which showed that growing trade deficits cost jobs in every congressional district. You can see data for all 435 congressional districts by clicking on the states in the interactive map on AAM's website.



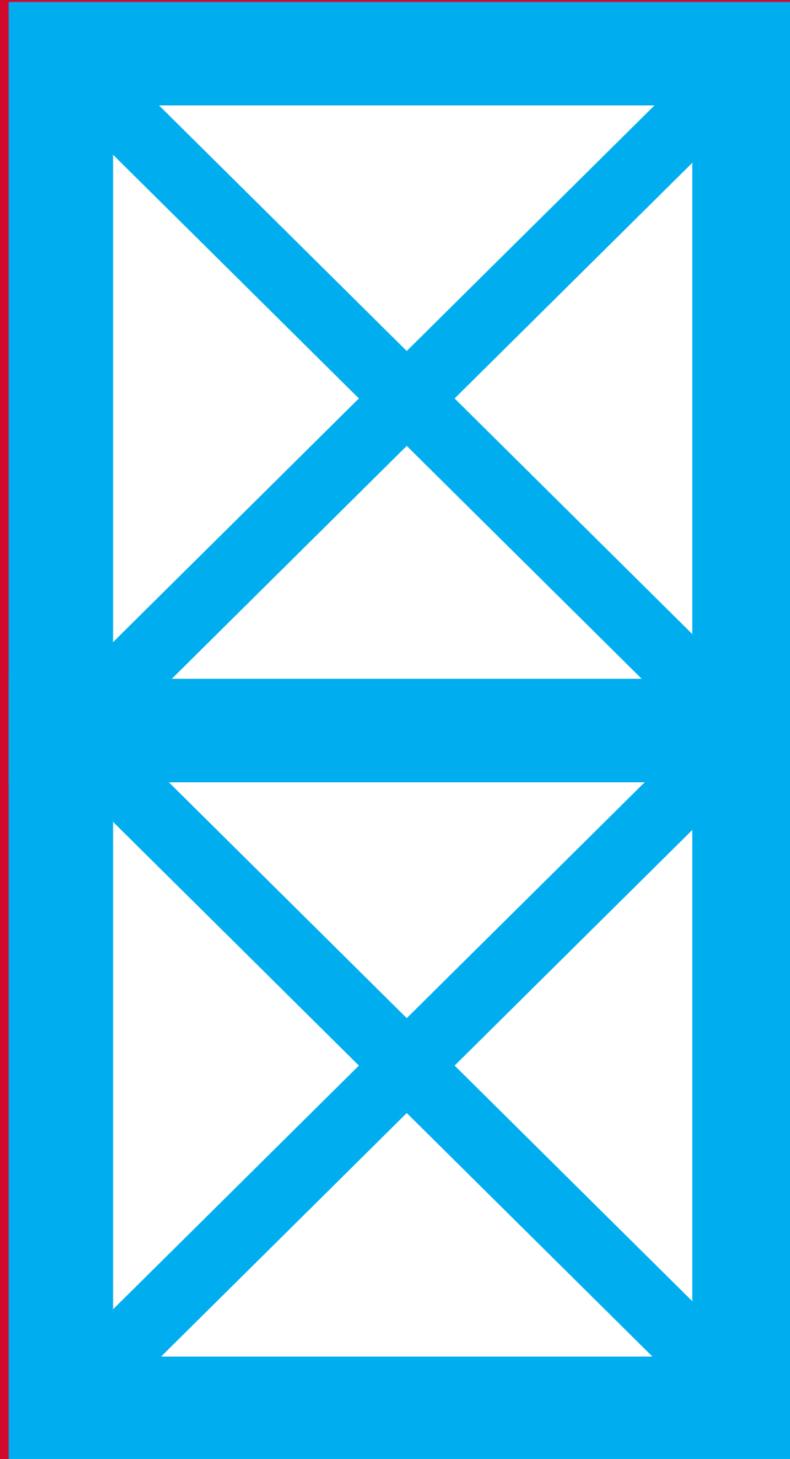
**Senate Passes Currency Bill** "The strong, bipartisan vote should send a signal to China, as well as to the White House and House Republicans, that voters are demanding action to defend American jobs and a level playing field for U.S. businesses." Scott Paul, AAM 10/4/2011

**C-SPAN** "Manufacturing has been a bright spot in the past couple years...We have not been nearly tough enough in dealing with China on currency. That serves as a *de facto* export subsidy for products coming from China to the United States, and it serves as a tax on our goods trying to go to China. It makes them far less competitive. The president has had six opportunities to name China as a currency manipulator. The President has refused to do that." Scott Paul, AAM 2/6/2012

**Bloomberg Businessweek**

**C-SPAN**

**100% Foreign Steel**  
The San Francisco-Oakland Bay Bridge was being built with steel manufactured in China.



# The Bay Bridge

Should Be  
Made in America

Most people simply can't believe that the center span of the new San Francisco-Oakland Bay Bridge is made in China. But it is, as the *New York Times*, ABC News, and AAM have revealed. Then-California Governor Arnold Schwarzenegger thought he could save money by outsourcing the steel and fabrication to China. But he was wrong. And his decision cost America at least 3,000 good-paying jobs.

First, we exposed this travesty in the media. Then, we set about to change state and federal policies that made this decision possible, working to close loopholes in our laws. Finally, we posted provocative billboards close to the Bay Bridge.

Our message to politicians was simple: if you outsource our tax dollars overseas, we'll expose you.

We've launched an awareness campaign to stop these types of decisions before they are ever made. And we're succeeding. More than 30 states have introduced "Buy America" bills. Federal and state officials in places like Michigan, New York, Virginia, and Minnesota are committing to build their infrastructure with American steel and iron. Our campaign is only getting started. We hope we never have to sponsor another "Should Be Made in America" billboard in a local community—but we won't hesitate to do so if we must.

#### Bringing America Back

ABC News correspondent Chris Cuomo reported, U.S. firms don't face a level playing field. Chinese companies are state-owned—that's why Buy America laws were passed, to give U.S. firms a chance. 9/23/2011



#### Bridge Comes to San Francisco With Made-in-China Label

"The project is part of China's continual move up the global economic value chain—from cheap toys to Apple iPads to commercial jetliners—as it aims to become the world's civil engineer. The assembly work in California, and the pouring of the concrete road surface, will be done by Americans. But construction of the bridge decks and the materials that went into them are a Made in China affair." *New York Times* 6/25/2011

The  
New York  
Times

#### San Francisco Chronicle

"It was originally designed to save tax dollars, to be more efficient," said Scott Paul, executive director of the alliance. "It turned out in hindsight to be a horrible decision. It ended up sourcing steel from a Chinese government-supported fabrication and steel company when those jobs could have been done right here at a reasonable cost to taxpayers." 3/26/2012



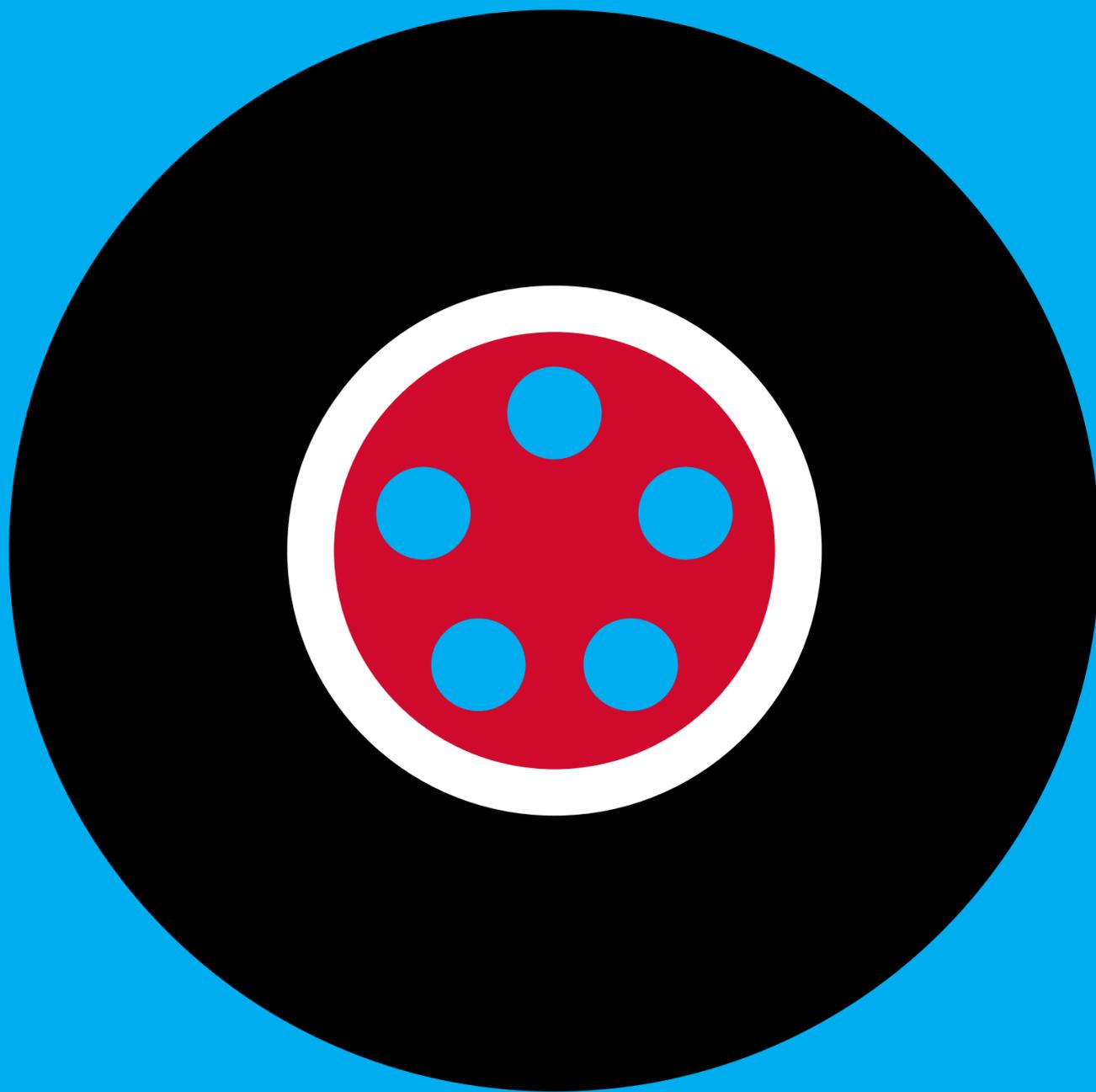
#### AAM Billboard Campaign Takes Aim at Steel in New Bay Bridge

AAM unveiled two large billboards near the Bay Bridge. "Any of our leaders willing to outsource jobs to China could find one of our

billboards next to their shiny new project. We hope there isn't a great demand for our billboards, but we are prepared to put them up wherever necessary." Scott Paul, AAM 3/26/2012



"Parts categories with big surges in imports from China include radiators, ignition components, wheels and bearings." *New York Times* 1/30/2012



# Parts That Matter

A Case Study

The U.S. auto sector is just getting back on its feet, with auto assembly factories humming again across the Midwest. But the real auto employment—where 75 percent of the jobs exist—is in the auto parts sector, which employs 1.6 million Americans. These are the factories, large and small, that produce aluminum wheels, brake pads, and the thousands of other parts that go into making every automobile.

The auto parts sector is under attack from China, with Chinese imports surging by 25 percent in the last two years. The U.S. trade deficit in auto parts with China has grown nearly 900 percent in just over 10 years, and now reaches more than \$10 billion per year. More than 400,000 jobs in the U.S. auto supply chain have been lost since 2000.

China has pumped \$27 billion of subsidies into its auto parts sector, with an additional \$10 billion planned. China also blocks U.S. exports of autos and auto parts while favoring its own industry, in direct violation of the commitments it made to free markets when it joined the World Trade Organization. AAM launched a campaign petitioning President Obama to start a trade case investigation, attracting thousands of postcards in support. 188 Members of Congress and Senators joined this effort at our urging. We wrote op-eds and letters to newspapers all across America. The result: President Obama announced the filing of a case with the WTO to investigate China's unfair subsidies of its auto parts sector on September 2012. We'll be working closely with the Administration to ensure China stops its cheating.

Since 2001, an AAM investigation has found that \$62 billion worth of Chinese auto parts have been imported into the U.S., causing the auto parts trade deficit between the U.S. and China to increase nearly 900%.

China's market penetration in the United States has increased by 25 percent each of the past two years. Our annual auto parts trade deficit with China is now over \$10 billion.

**Chinese Auto-Parts Influx Worries Lawmakers** "About 75 percent of the more than 600,000 automaker jobs in the U.S. are with parts companies. And because of how supply chains work, factories often cluster together. So should the trend continue, Americans could be left turning the last screws on vehicles mostly made in China." *Politico* 1/31/2012

**Chicago Tribune** "They still don't get it. Every four years, presidential candidates pledge allegiance to American manufacturing and profess a love for 'Made in America.' But when the going gets tough, no candidate is willing to match this rhetoric with action. In a state where manufacturing still provides good jobs, that's just unacceptable." Scott Paul, op-ed 3/9/2012

**Obama Announces WTO Case on China Auto Parts** "President Obama is delivering a major boost to our nation's automotive sector workers and businesses today by holding China accountable for its cheating. For the past eight months, we have built a compelling case on the merits of moving forward with a trade enforcement action on Chinese auto parts and automobiles." Scott Paul, AAM 9/17/2012



Politico

The Chicago Tribune

World Trade Organization

# Voters Love Made in America

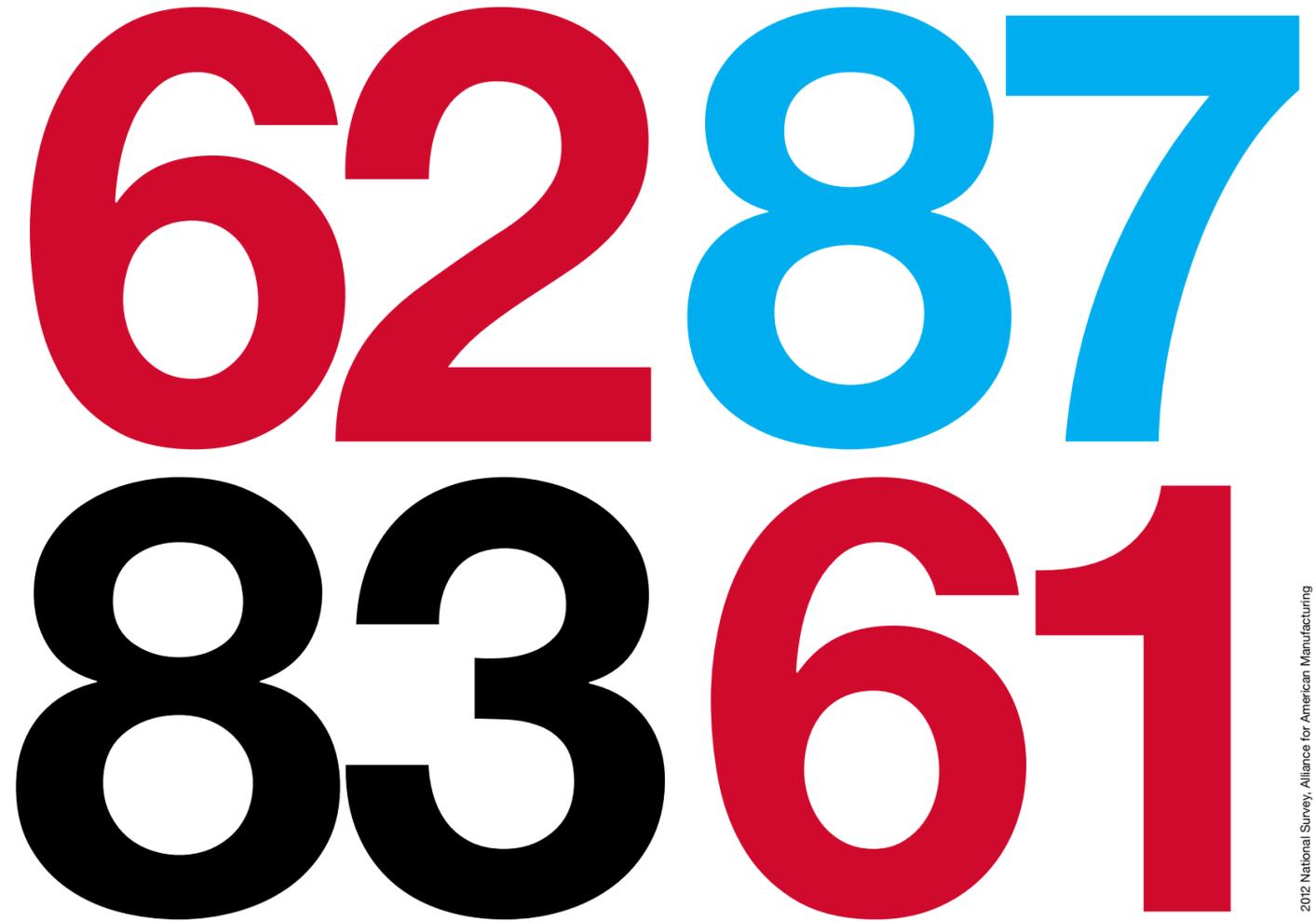
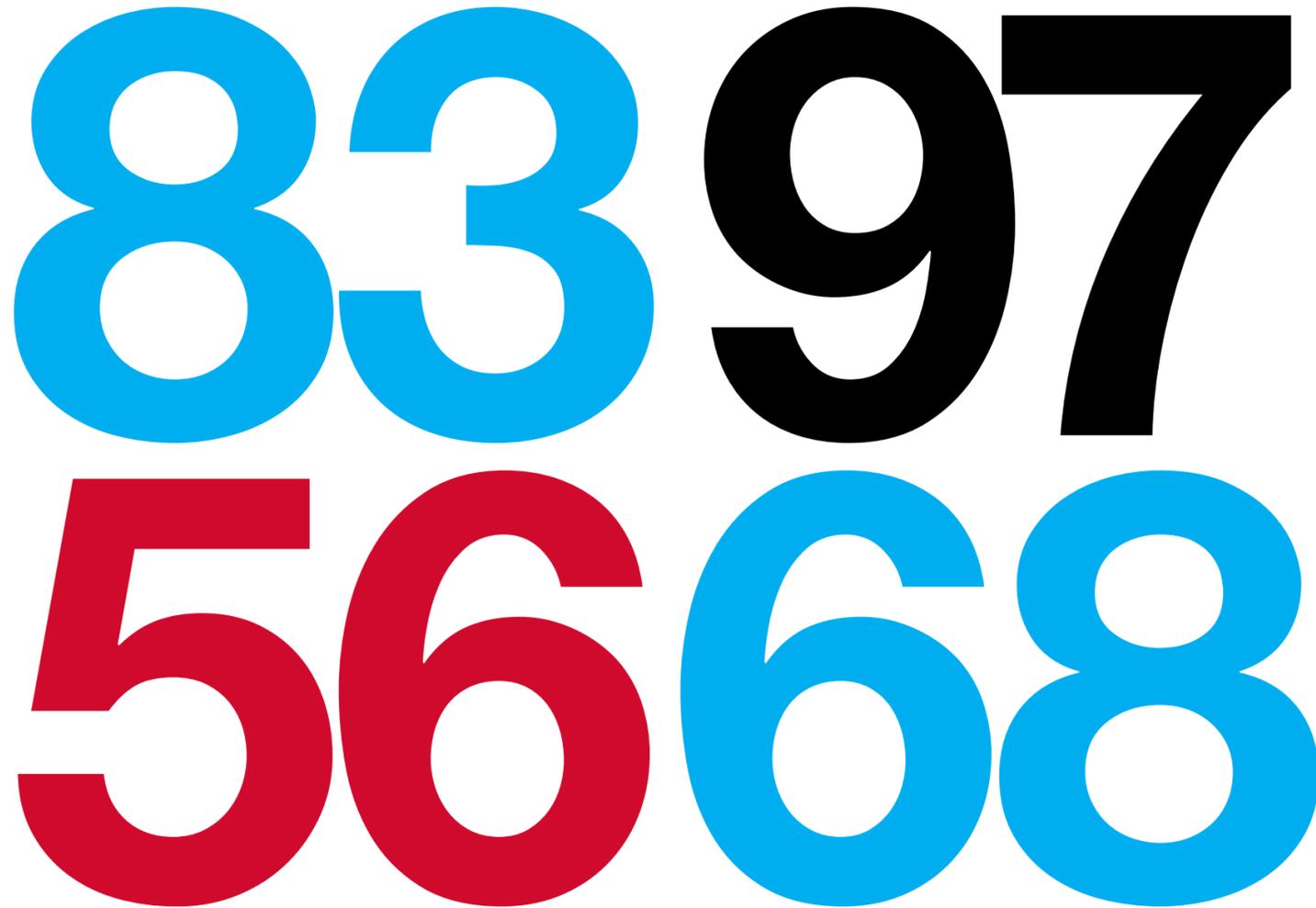
Since 2010 AAM has worked with a bipartisan team of two of America's best pollsters—Whit Ayres and Mark Mellman—to survey voters on American manufacturing. And the American people have made their opinion clear. Americans want jobs. They want more manufacturing. They want more action from Washington to stop the outsourcing of their jobs. They love products that are made in America, and the workers and companies who make them. They're deeply suspicious about China's role in our economy. They demand that their tax dollars be spent on American-made bridges, roads, and rail. The fiasco of outsourcing of the San Francisco-Oakland Bay Bridge? AAM exposed it as "a national embarrassment." Obama and Governor Romney made cracking down on China cheating a key theme during the presidential election. It's because AAM educated them. Thanks to AAM, Washington is finally listening.

83% of voters think it's very important to strengthen U.S. manufacturing.

97% of voters maintain extremely favorable views of goods manufactured in the U.S.

62% of voters say that Washington needs to get tougher on China's cheating.

87% of Republicans, 91% of Democrats, and 87% of Independents favor strong Buy American provisions for public works.



56% of voters no longer see the U.S. as having the world's strongest economy.

68% of voters think that China's violations of international trade rules are costing the U.S. jobs.

83% of voters hold an unfavorable view of companies that outsource jobs to China.

61% of voters said it was good the government rescued US automakers.

2012 National Survey, Alliance for American Manufacturing

# Blueprint for the Future

We're already mapping out a blueprint for the next five years. We've constructed a new, Made-in-America headquarters in Washington, because we practice what we preach. We're expanding our policy agenda to encompass issues such as a skilled workforce, tax policy, and incentives for innovation. We're taking our work to more states and cities, collaborating with officials to use American manufacturing as they rebuild. We're already at work to attract our next 10,000 supporters and Facebook fans. We've laid out a blueprint for the next Congress.

Follow AAM's work at [americanmanufacturing.org](http://americanmanufacturing.org), as well as [facebook.com/AmericanManufacturing](https://facebook.com/AmericanManufacturing) and [twitter.com/KeepitMadeinUSA](https://twitter.com/KeepitMadeinUSA).

<p><b>1</b> <b>Expand American Production, Hiring and Capital Expenditures</b></p>	<p>Establish a manufacturing investment facility to leverage private capital for domestic manufacturing</p>	<p>Expand and make permanent clean energy manufacturing tax credits and industrial energy efficiency grants to allow America to lead on green job creation</p>	<p>Link federal loan guarantees for new energy infrastructure projects, including nuclear, wind, solar, other renewable energy sources, as well as the smart grid, with expanding domestic supply chains</p>
<p><b>2</b> <b>Invest in America's Infrastructure</b></p>	<p>Create a National Infrastructure Bank to finance high-value, long-term infrastructure projects, such as roads, bridges, high-speed rail, and other needs</p>	<p>Enact a robust, multi-year surface transportation infrastructure program of at least \$500 billion financed exclusively by fuel taxes</p>	
<p><b>3</b> <b>Enhance Our Workforce</b></p>	<p>Refocus on technical and vocational education, providing a seamless program that bridges high school and post-secondary education to produce the next generation of highly skilled manufacturing workers</p>	<p>Reward companies that are investing in effective skills and training programs for their workers</p>	
<p><b>4</b> <b>Make Trade Work for America</b></p>	<p>Keep America's trade laws strong and strictly enforced to provide a level playing field for our workers and businesses</p>	<p>Penalize and deter mercantilist nations such as China that manipulate their exchange rates and implement non-tariff barriers to gain an unfair trade advantage</p>	<p>As the Administration works to double exports, expand the goal to include balancing our trade account so that gains in exports are not overwhelmed by increased imports</p>
<p><b>5</b> <b>Rebuild America's Innovation Base</b></p>	<p>Make permanent the research and development tax credit and enhance it to incentivize commercialization and production in America</p>	<p>Focus federal investments in new technology and workforce training on promoting regional clusters of innovation, learning and production</p>	

© 2012 Alliance for American Manufacturing Design: Shatterbox, Lexington, KY Printing: Cenveo, St. Louis, MO



[facebook.com/AmericanManufacturing](https://facebook.com/AmericanManufacturing)

[twitter.com/KeepitMadeinUSA](https://twitter.com/KeepitMadeinUSA)

**Alliance for American Manufacturing**  
[americanmanufacturing.org](http://americanmanufacturing.org)  
 711 D Street NW, 3rd Floor  
 Washington, DC 20004  
 202.393.3430  
[info@aamfg.org](mailto:info@aamfg.org)

**Alliance for American Manufacturing**

[americanmanufacturing.org](http://americanmanufacturing.org)

711 D Street NW, 3rd Floor

Washington, DC 20004

202.393.3430

[info@aamfg.org](mailto:info@aamfg.org)