



Automotive suppliers from the United States and Europe, as well as China, are expected to follow the manufacturer to Baja California.

“There is tremendous opportunity in Tijuana, and the government is very supportive,” Yu said. “There is a good manufacturing base already, and there is a good business climate.”

The companies forecast assembling 250,000 SUVs and pickups in Tijuana in the first five years.

Names of the models will not be determined until the Mexican distributor has input, but the three-wheeled vehicle tentatively has been dubbed the “TJ.”



DARYL PEVETO / Union-Tribune  
Gao Shou Jian, China's consul general in Tijuana, sat in as yet unnamed sport utility vehicle that will be built in the Mexican manufacturing plant. Robert Yu, president of ZX Auto, is seen in the mirror.

Models of the three Chinese vehicles that will be built in Tijuana and sold in Mexico were unveiled yesterday in Tijuana, including a \$3,000 three-wheel auto, and a pickup truck and SUV, both of which will sell for \$12,500.

“TJ” production is forecast to reach 150,000 units, but Chamco Chairman and Chief Executive William Pollack said that will depend on its reception. “I have to test the market and see customer reaction,” he said.

The three-wheel auto will sell for \$3,000. The pickup and SUV will be priced at \$12,500 each.

Pollack said his company is working to make the vehicles ready for the U.S. market.

“We have a team of experienced engineers in the United States that are working with ZX Auto's Chinese engineers for the homologation of the norms and vehicles in the Mexican and North American markets,” he said. “California has the strictest standard for emission regulations in the world, and we hope to fulfill and exceed those expectations for 2008.”

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