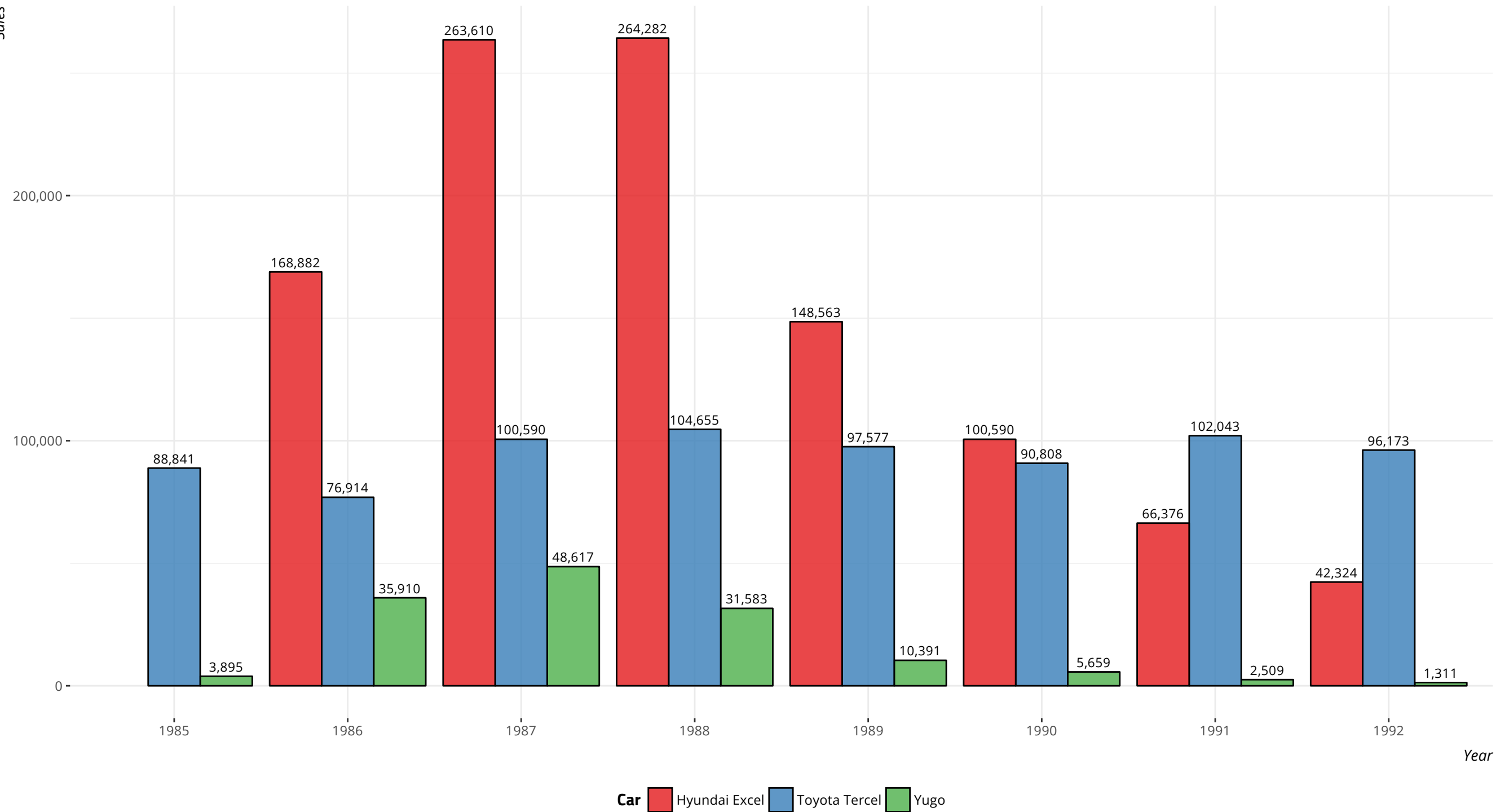


The Yugo Was Easily Outsold by Similar Models from Asian Automakers and Bottomed Out the U.S. Market Quickly

Despite its competitive price, the Yugo was a junker from the start and became a punchline for car aficionados as well as development scholars critical of ISI.



Data: carsalesbase.com. Note: I'm aware the inclusion of the Tercel is questionable since the third generation of Tercels were quite different from the first and second generations. Just roll with it.