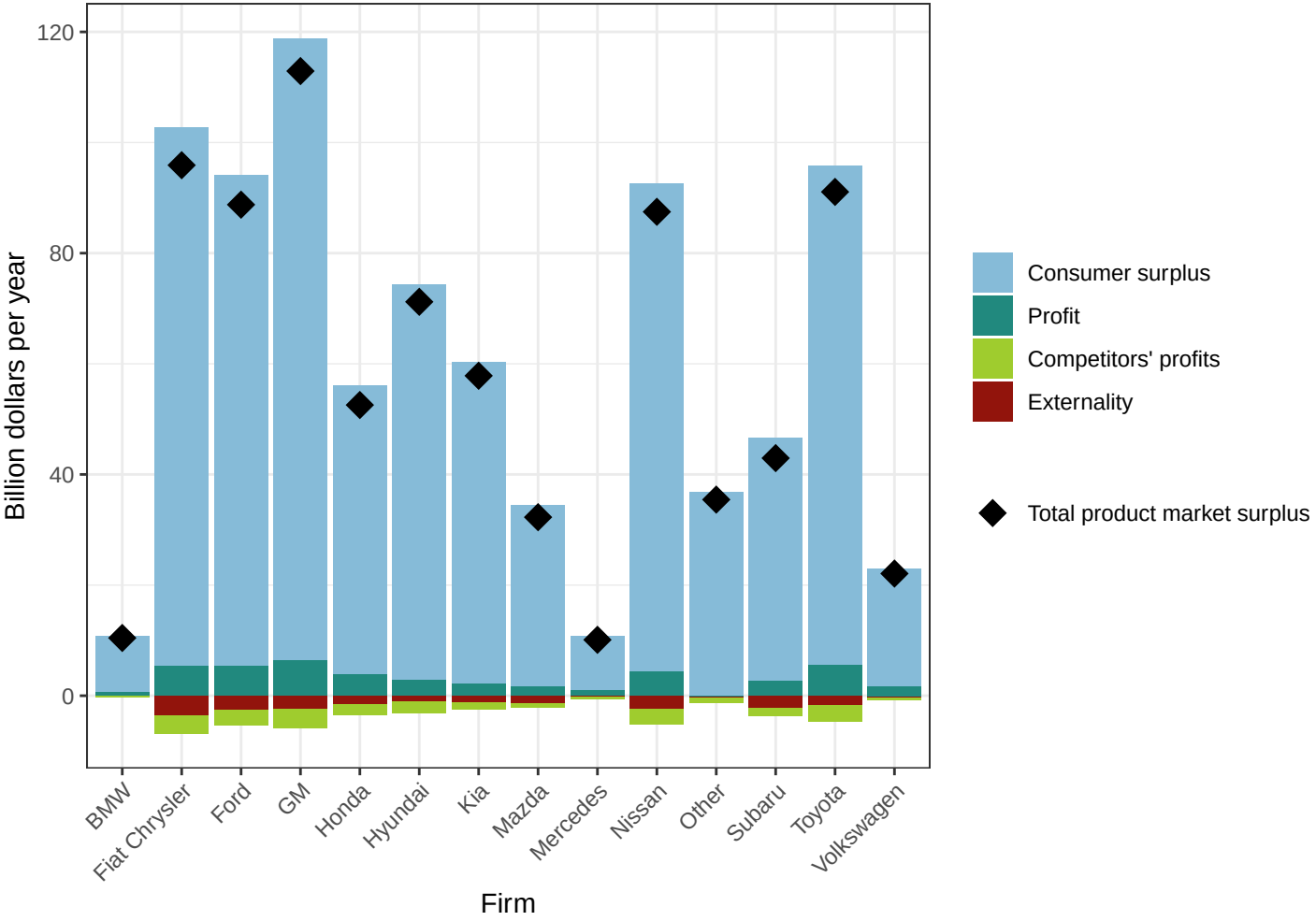
120
80
40
0
Billion dollars per year
BMW
Fiat Chrysler
Ford
GM
Honda
Hyundai
Kia
Mazda
Mercedes
Nissan
Other
Subaru
Toyota
Volkswagen
Firm
Consumer surplus
Profit
Competitors' profits
Externality
Total product market surplus