

## UAW Announces ‘Buy Union American-Made’ Ad Campaign

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Looking to piggyback off the "keep jobs in America" theme touted by President Trump, the United Auto Workers (UAW) Union [announced an ad campaign](#) that urges people to buy union- and American-made cars. UAW President Dennis Williams said the campaign could be similar to the “Look for the Union Label” jingle in in the 1970s in support of the now-defunct International Ladies' Garment Workers' Union. “If it’s not built in the United States, then don’t buy it,” Williams said in news reports. Williams clarified that the union is [urging consumers to buy union-made vehicles first](#), then those made at non-union factories in the U.S. The union-made then American-made caveat could put the UAW in a tricky spot with Detroit automakers, however, as five of the top eight cars on the [2016 American-Made Index by Cars.com](#) are made by either Toyota or Honda. The Toyota Camry, built in Georgetown, Kentucky, and Lafayette, Indiana, tops the list. By contrast, the popular Ford F-150 pickup did not make the list because it fell below the 75-percent eligibility threshold for domestic-parts content. The UAW did not specify when the ads might start running or how much they might cost. Presumably, the ads would be funded with UAW members’ dues, which average about two hours’ pay per month.

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