

## Taiwan

### Market Environment

The automobile population of Taiwan in July 1993 stood at 3,180,775 passenger cars, 605,962 small trucks and vans, 21,746 buses, and 145,455 large trucks. In 1992, 426,341 new cars were sold in Taiwan, 69,9% of which are produced by local manufacturers and 30,1% are imported.

The market penetration by such a diversified range of foreign vehicles has assisted in the growing use of foreign service equipment. In most cases the purchasing of service equipment is directly related to the maker and the country of origin of the vehicle.

In Taiwan, there are approximately 600 registered garages which can provide full repair and maintenance services. There is also an estimated of 5,000 unregistered service shops, each provides a specialized service, such as tires, air-conditioners, radiators, bodies and so on. The average investment on the equipment per garage runs between C\$100,000 and C\$300,000.

Taiwan is a large producer of the lower end of the service equipment line such as hand tools, hydraulic hoists and jacks. Although widely used in Taiwan those products are primarily made for export.

The total 1993 Taiwan market demand for service equipment was estimated at C\$600 million. Majority of the imported equipment comes from Japan, followed by the USA and by Germany.

### Export Marketing Opportunities

The following are the lines of equipment in good demand: engine computer diagnostics, wheel alignment equipment, pneumatic hand tools, bodyshop equipment, air-conditioner coolant recycling machines.

### Marketing Media

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