



Automotive Aftermarket



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in the southeastern United States. Florida alone had more than 11 million cars and trucks on the road, including pick-up trucks, sport utility vehicles, mini vans and heavy-duty trucks.

Over the next few years, the demand for aftermarket products in the southeastern United States is expected to show moderate growth as the country's vehicle fleet continues to age. The average vehicle age in the U.S. was 9.1 years in 1999 and is expected to increase to 9.6 years in 2003. Currently, owners of 9-year-old vehicles spend more than US\$1 billion on automotive repairs — more than any other vehicle age group. Moreover, American drivers on average are putting an increasing number of kilometres on their vehicles. Greater distances travelled every year, more vehicles on the road, and a gradual aging of U.S. vehicles will ensure that the demand for aftermarket products continues to grow.



are lasting longer, and replacement is becoming less frequent in some cases, new opportunities are opening up, particularly in the area of in-car communications and entertainment, security and safety devices. In addition, demand for specialized components such as anti-lock braking, remote ignition, cruise-control and emission-control systems are also being stimulated by consumer preference. The growing demand for these technologically advanced systems will offer additional opportunities for Canadian manufacturers of specialized equipment.

Canadian exporters of automotive aftermarket products are well placed to take advantage of opportunities in the southeastern United States. Given the close proximity to this market, no tariffs and the solid reputation of Canadian aftermarket products, Canadian exports will continue to grow. Moreover, Canadian companies are

able to deliver high-quality, reliable and competitively priced products, which are major factors in purchasing aftermarket components.

See potential?

For a more in-depth look at the opportunities in this market, read the full report, *The Automotive Aftermarket in the Southeastern United States*, prepared by the Market Research Centre. It includes specific opportunities, market penetration strategies and key contacts. The report is available online at www.infoexport.gc.ca

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