

Guatemala

Market Environment

The car and truck population in Guatemala in 1993 is estimated at 120,000 units. The latest available statistics show combined imports for cars and trucks of 3,140 units in 1990, 4,655 units in 1991, and 5,092 units in 1992. These figures clearly show a growing trend of approximately 10% per year between 1991 and 1992. It is expected that this trend will continue.

Imports of spare parts and automotive maintenance and repair equipment amounted to US \$20,512,481 in 1991 and US \$24,479,640 in 1992. The larger share of the market is held by US suppliers with 45% followed by Japan with 30%, Germany 5%, Brasil 5% and a score of other suppliers including China, Sweden, Spain, Korea and Switzerland. Guatemala continues to have the largest population of vehicles in Central America and it is the largest importer of parts and automotive service equipment in Central America.

Export Market Opportunities

Good opportunities exist for electronic testing and measuring maintenance and repair equipment as well as for tire balancing, mounting, front end alignment and vehicle hoisting equipment.

Marketing Media

Exhibition: INTERFER, bi-annual international fair for auto parts and service equipment. Organizers: Comit e Permanente de Exposiciones-COPEREX-8a. calle 2-33, Zona 9, Guatemala, C.A., tel 502-2-310388/9, fax 502-2-364053. President: Ernesto Rodriguez Batres.

Exhibition: AUTO SHOW, annual international exhibition for new model cars, parts, accessories and equipment. Organizers: Asociacion de Gerentes de Guatemala, 10a calle 3-17, Zona 10, Edificio Aseguradora General, 70 Nivel. Tel 502 -2-341231, fax 502-2-311646. Contact Vinicio Gutierrez.

Canadian Embassy, P.O. Box 400, Guatemala City, Guatemala, C.A., tel 502-2-336102/04/07, fax 502-2-336189.