

sell worldwide (Thrush: mufflers; Tridon: wipers, flashers, clamps; Certified: brakes; etc.) and more than \$400 million, out of a total Canadian production of \$670 million, is exported worldwide. AM imports are approximately \$840 million and are composed largely of components that are not available domestically.

The vehicle industry in Canada is largely composed of subsidiary operations of North American vehicle manufacturers (GM, Ford, Chrysler, AMC). Vehicles produced are essentially destined for the North American market, and exports to countries other than the U.S. are minimal.

c) Recent Canadian Marketing Activity

Canadian exports of automotive components totaled \$61 million in 1980, 72 per cent (\$44 million) consisting of completely knocked-down shipments of light trucks and some heavy truck components. The \$17 million balance is supplied by independent Canadian parts manufacturers. The number of parts producers selling in Australia is increasing and they find the market attractive. Currently they are selling such products as sealed beams, brake pads and shoes, hose clamps, moulding, wheels and rims, fasteners, filters, etc. While in dollar terms the exports are not large, they are significant considering the small number of Canadian companies that actually operate in the market. As a direct result of the recent Auto Parts Show, Canadian exports will include a wider range of products such as batteries, key rings, mud flaps, components for rebuilding starter motors, automotive trim products, clutch diaphragms, sun shields, and battery and sparkplug cable sets.

ITC's marketing activity in Australia has been limited. Prior to a visit by an officer from the Industry Sector Branch in October 1980, promotional efforts consisted mainly of encouraging and supporting companies through PEMD. As a result of the market identification visit, an automotive parts and accessories mission was organized, in March 1981, in which 13 companies took part. Product display days were held in both Sydney and Melbourne. Direct sales resulting from the show were \$532,000. It is anticipated that incremental sales by the exhibitors in 1981 over 1980 will be between \$931,000 and \$1 million, and should continue steady. Excellent contacts were made with importers, distributors and large retail chains during the mission, whose success proved Canada's capability to provide parts and accessories in a marketplace previously believed to be dominated by local Japanese and Taiwanese manufacturers and suppliers.