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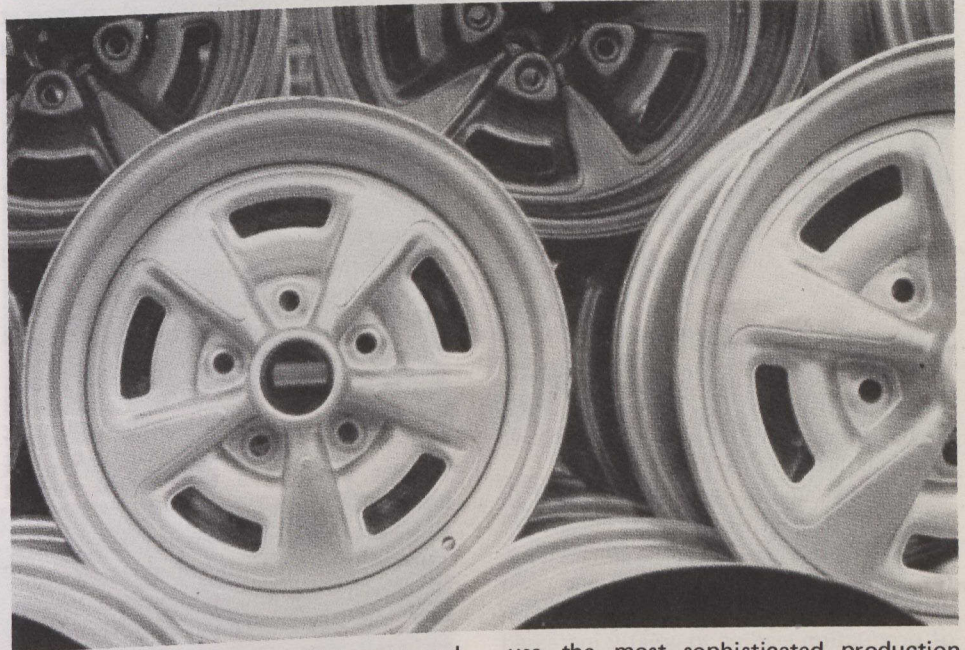
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Canadian auto parts products prove popular in world markets



Improved production efficiency and pre-tested superior products have helped Canadian auto parts and accessory manufacturers take advantage of today's greater market opportunities and increase sales in many parts of the world.

The Canadian industry is designed to efficiently serve two distinct markets — the original equipment market and the aftermarket at both the domestic and export levels.

The total value of goods and services of the auto parts and accessories sectors, including distribution, is twice as great as the total of new vehicle sales.

During the past year approximately 1 300 original equipment and aftermarket companies employed more than 100 000 people which represents a sizable proportion of the total manufacturing employment in Canada. In addition, there are several hundred thousand persons engaged in attendant activities in dealerships, service stations, garages, and so on.

As a result, in 1980 Canadian producers of auto parts and accessories accounted for a volume totalling approximately \$5 billion.

Canadian auto parts manufacturers

use the most sophisticated production methods available. More and more companies are fully automated through the use of computerized equipment for production, testing, inventory control, resulting in total plant-wide efficiency.

Pre-testing assures quality

Pre-testing of Canadian-made auto parts and accessories to assure quality and durability has become standard procedure for most Canadian manufacturers, assuring products that are competitive around the world. The industry is fully capable in the metric system.

Some Canadian auto parts and accessories firms export to as many as 50 countries, principally to the aftermarket, with products that are designed to fill the requirements of all types of North American vehicles and many foreign models.

A growing number of manufacturers have found it necessary to appoint local agents or distributors in many parts of the world, to meet the requirements geared to local competitive and marketing conditions under varying circumstances.

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