

COUNTRIES EXPORTED TO 1993	
BRAZIL	US\$ 236.692.018
URUGUAY	22.361.771
CHILE	11.044.280
FRANCE	4.362.796
USA	2.987.164
CANADA	2.204.815
TOTAL	279.652.844
MISC.	35.751.421
GRAND TOTAL	US\$ 315.404.265

Source: INDEC Statistics

7.1. MAINTENANCE EQUIPMENT

The total number of automobiles in circulation at present is approximately 6 million vehicles, 2.5 million of which are concentrated in the Buenos Aires metropolitan area. There is no reliable data on automobile maintenance needs at a national level. Estimates indicate that the average life span of a car is 15 years and that it goes to the repair shop four times a year, with a minimum expenditure of \$50 dollars each time. The rising cost of new cars will make car owners give priority to their vehicle's maintenance and repair before buying a new one. This, coupled with a high incidence of car accidents, will create a continued demand for service and repair equipment in the future.

Total apparent consumption of maintenance equipment increased in the past 3 years. This was mostly a result of Argentina's trade liberalization policies, which have made importation easier and more affordable. This, in conjunction with an important demand backlog for this type of equipment, brought about by previous years' tight financial conditions, slack domestic demand and high inflation rates, translating into an unfavourable dollar-peso exchange rate, brought about a major surge in total market size, but in particular in imports.

Environmental Concerns

With environmental awareness increasing and the trend towards tighter regulations for mobile