

Spain

Market Environment

In 1991 870,810 new passenger cars were sold in Spain and 1,008,681 trucks. At that time Spain's vehicle inventory was 15.5 million passenger cars, 2.6 million trucks, 46,700 buses and 1.2 million motorcycles.

Spain currently has 2,500 automobile manufacturer/dealer service outlets, 8,500 brand name licensed service outlets and 39,000 privately owned service outlets. Spanish vehicle owners are becoming increasingly more demanding in respect of sophisticated maintenance service. However, only manufacturer/dealer service outlets and 15% of all licensed service outlets are equipped with the electronic and diagnostic equipment needed to provide such service.

In 1991 total market demand for automobile repair and maintenance equipment reached US \$ 435 million. The demand had been growing at an annual rate of 15 per cent. Repair and maintenance outlets improving their services the annual rate of growth is expected to increase to 20 or 25 per cent.

The privately owned service outlets account for 90 per cent of the imports and 85% of the total consumption.

Domestic production concentrates on non-electronic equipment such as two and four-column lifts, car wash units and hand tools. More than half the production is exported.

Imports reached US \$ 376 million in 1991. Because of the expected increase in demand for diagnostic and electronic equipment the annual growth is expected to reach 20 or 25 per cent. The major competitors in the Spanish market shared the import market as follows: Germany 31%, Italy and the USA each 11%.

Export Market Opportunities

Good prospects exist for: Brake testers, Headlight adjustment systems, Testbenches, Electrical diagnosis equipment, Motor diagnosis equipment and Ignition testing units.

Marketing Media

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Exhibition: EXPOMOVIL (Exposicion Internacional de Componentes y Equipos), Fira de Barcelona, Av. Reina Maria Cristina, s/n, 08004 Madrid, tel 343-423-3101, fax 343-423-8651. Show takes place every two years.