

## Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: UNITED STATES

Mission: 602 CHICAGO

Market: 577 UNITED STATES OF AMERICA

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 081 AUTOMOTIVE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	33000.00M	\$33000.00M	\$32000.00M	\$32000.00M
Canadian Exports \$	1507.00M	\$ 1505.00M	\$ 1503.00M	\$ 1502.00M
Canadian Share of Import Market	4.68%	4.70%	4.70%	4.69%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	070 %
ii) 265 JAPAN	015 %
iii) 434 TAIWAN	005 %
iv) 268 KOREA	003 %
v) 128 GERMANY WEST	002 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Mature with little growth

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) PARTS & ACCESSORIES	\$ 2500.00 M
ii) ENGINES & PARTS	\$ 1500.00 M
iii) TRUCK, TRACTORS & CHASSIS	\$ 1000.00 M

The Trade Office reports that the following factors influence Canadian  
export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector  
(sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies