

OBJECTIVES

The objective of the study is to clearly delineate for a rapidly growing sub-sector of the automotive aftermarket parts industry - two aspects.

1. Current levels and demand
2. Opportunities/problems in terms of export potential and increased domestic penetration.

METHOD

In April and May of 1981, 288 telephone interviews were conducted across Canada among custom and production line rebuilders. In June 1981 personal in-depth interviews were conducted among the largest production rebuilders who sold out-of-province and who had the greatest ability to be involved in export trade.

The chief executive or chief financial officer was interviewed in all cases. The telephone portion of the survey was conducted in French and English while the personal portion was conducted in English only.