

Colombia

Market Environment

The trade liberalization policy adopted by the Colombian authorities brought about a significant increase in the market of motor vehicles in Colombia. 70,800 new motor vehicles were sold in Colombia in 1992 of which 74% were locally assembled and the remainder were imported. The total number of vehicles in operation in Colombia at the present time stands at 1.6 million of which 52% corresponds to automobiles, 31% to jeeps and vans, 14% to trucks and buses and 5% to others.

The average life of a vehicle in Colombia runs between 12 and 15 years.

The Chambers of Commerce estimate that there are approximately 30,000 maintenance and repair workshops being operated in Colombia.

Local manufacturers of automotive maintenance equipment have been concentrating on the manufacturing and assembling of hydraulic and pneumatic jacks, tire mounting, rim rectifiers, brake adjustment equipment, paint chambers, ramps, compressors and a wide range of tools. In 1991 the value of the local production was US \$ 6 million.

The value of the automotive maintenance equipment imported into Colombia in 1992 amounted to US \$ 23.4 million. The three leading supplier countries were: United States 44%, Germany 16% and Brazil 12%. Imports are expected to increase by 15% per year in the 1994-1995 period.

In 1992 Colombia exported automotive maintenance equipment to the value of US \$ 1.1 million.

Export Market Opportunities

Excellent sales prospects exist in Colombia for: Gas analyzers, tire mounting and balancing equipment, wheel alignment equipment, diagnostic engine analyzers, synchronizers and brake testers. These opportunities have been emphasized by the fast growing automotive population and the removal of import barriers including lowering of customs duties and tariffs.

Interested Canadian exporters should offer competitive prices, technologically advanced and high quality products; support the importer with promotional materials; take part in national exhibitions; professionally train local representatives and provide efficient parts service.

Marketing Media

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