

U. S. DEPARTMENT OF COMMERCE  
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BUREAU OF FOREIGN AND DOMESTIC COMMERCE  
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Trade Promotion Series—N   
GIPE-PUNE-033824

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**FOREIGN MARKETS  
FOR AUTOMOTIVE REPLACEMENT  
PARTS, ACCESSORIES, AND  
SERVICE STATION EQUIPMENT**

Compiled by  
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Automotive Division

Based on Reports of Foreign Service Officers of the  
Department of State and Department of Commerce



UNITED STATES  
GOVERNMENT PRINTING OFFICE  
WASHINGTON : 1932

X9(D513):51.73-1  
G2

33824

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## FOREWORD

The steady development of motor transportation throughout the world, especially during the last decade, has placed on the roads of the United States and foreign countries more than 35,800,000 passenger cars, trucks, and busses. The necessity of maintaining those vehicles in good operating condition has created a rapidly developing demand for all types of automotive equipment. The striking growth and increasing economic importance of our equipment industry has been accompanied by a thriving export trade, which has been stimulated by the increasing number of American and foreign automobiles operated abroad. The exact importance of this trade is indicated by the fact that our exports of equipment amounted to \$61,026,994 in 1930, or 20 per cent of our total automotive exports during that year.

The world is building more highways and has definitely accepted the idea of motor transportation. A steady increase in the number of automobiles abroad is inevitable, and with this increase will come a corresponding growth of the demand for automotive equipment.

This trade displays certain unique characteristics which emphasize its importance and reveal the future opportunities for its expansion. In the first place, it is less susceptible to the retarding effects of economic depressions than the trade in new vehicles, and this tendency, which has been apparent during the depression of 1930-31, gives a stability to the trade which enhances its economic value. Again, the promising opportunities abroad for the development of motor transportation indicate the prospects for the further growth of the demand for American equipment. This is especially significant in the case of replacement parts and garage and service-station equipment. Because of unsatisfactory operating conditions in many countries, automobiles are subjected to more strenuous usage than in the United States, and the need of replacement parts and servicing equipment is correspondingly greater. In a great many foreign countries automobile service facilities are still decidedly inadequate, but interest in this important aspect of the trade is increasing, enforced by the growing demands of the increasing number of car owners. The United States has been preeminent in the development of service appliances and methods, and this fact has established a valuable prestige abroad for our equipment. Prospects for the expansion of this trade appear to be particularly bright.

Never before has sound and profitable exporting been so dependent upon a comprehensive knowledge of conditions in foreign markets and the concentration of effort in those territories which offer the most promising opportunities. In the face of growing competition, American exporters have especial need of access to current and official reports of conditions in the markets in which they are interested.

The following survey of the foreign markets for automotive equipment represents an effort on the part of the Automotive Division of the Bureau of Foreign and Domestic Commerce to provide the first comprehensive guidebook of basic information on foreign markets for equipment. This survey was designed to disclose current conditions and trends as well as the fundamental market data which the exporter needs in the preparation of a sound foreign-sales program. It is based upon reports received from officers of the Departments of State and Commerce in 110 countries, who were guided in their market investigations by a questionnaire prepared with the collaboration of the Motor and Equipment Association, the National Standard Parts Association, automotive trade-paper executives, and a number of individual manufacturers and exporters.

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SEPTEMBER, 1931.

#### NOTE

This survey contains reports on all markets which had been received from the field officers at the time of going to press. Reports from some of the lesser markets, when received, will be published as a supplement to the Automotive World News, released weekly by the Automotive Division.