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MARKET INTELLIGENCE

NEW PNEUMATIC TIRES FOR CARS

Pub. No.: 90083-IP

January 1991



Canada



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NEW PNEUMATIC TIRES FOR CARS

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REFERENCE SOURCES

Industry, Science and Technology Canada
Statistics Canada, Tel.: (613) 951-9647
Revenue Canada, Tel.: (613) 954-6913
U.S. Department of Commerce,
Bureau of the Census
Tel.: (301) 763-7754

TARIFFS

Enquiries concerning **Canadian** tariffs
should be directed to the nearest Customs
and Excise office or to:

Tariff Programs
Revenue Canada
Customs and Excise
Ottawa, Ontario K1A 0L5
Tel.: (613) 954-6913
Fax.: (613) 954-2509

Enquiries concerning tariffs and other
government trade regulations in foreign
countries should be directed to:

Info Export
External Affairs
Ottawa, Ontario
K1A 0G2
Tel.: (613) 993-6435 OR
1-800-267-8376
Fax.: (613) 996-9709

EXPLANATORY NOTES

Commodity Classification

Canadian Trade statistics are classified and published according to the International Convention on the Harmonized Commodity and Description Coding System (H.S.), as defined by the Canadian Customs Tariff and Statistical Nomenclature.

Valuation

Dollar values shown in this report are based on selling price F.O.B. plant, in Canadian dollars. This selling price represents the value paid by the importer, excluding all freight, packing and insurance costs when specified. All trade discounts, when applicable, are also deducted from the selling price.

Rounding

Figures may not add due to rounding.

Canada - U.S. Exchange Rate

The Bank of Canada exchange rates were used to convert U.S. imports reported in \$US to \$Cdn.

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NEW PNEUMATIC TIRES FOR CARS

I. INTRODUCTION AND SCOPE

This is one of a continuing series of market intelligence reports designed to increase business awareness of the potential existing for production in Canada and to assist businesses and other organizations in their market research of specific products. The detailed import information provided in these reports supports studies by organizations seeking to expand existing production lines, change individual product characteristics or engage in new manufacturing investment in Canada. The coverage of a market intelligence report is developed in close consultation with the client, and is tailored to meet their specific requirements. It is important to emphasize that this report does not attempt any assessment as to the feasibility of competing in a particular market.

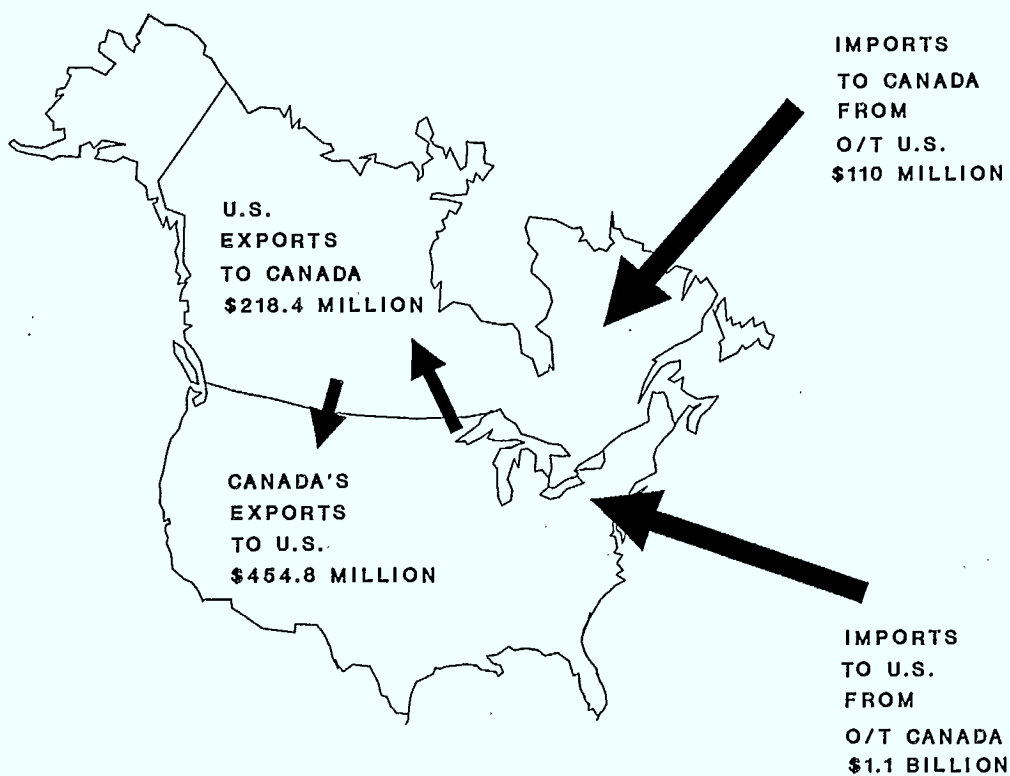
This report is based on data from several sources for the following Harmonized System (H.S.) commodity code:

<u>Description</u>	<u>H.S. Commodity Code</u> <u>Analyzed</u>
New pneumatic tires, of rubber, for motor cars including station wagons and racing cars	4011.10

Also available is a market intelligence report entitled "New Pneumatic Tires for Buses and Trucks", Publication Number 90084-IP.

NEW PNEUMATIC TIRES FOR CARS (H.S. 4011.10)

II. NORTH AMERICAN IMPORTS - 1989



North American Imports - \$1.2 Billion*

* Excludes Canada - U.S. bilateral trade; Mexico

NEW PNEUMATIC TIRES FOR CARS (H.S. 4011.10)

III. SUMMARY OF CANADIAN IMPORTS

1988		1989		1990 Jan.-Sept.		Major Country % of Total Value		1990 Jan.-Sept.
<u>Quantity</u> (000)	<u>Value</u> (\$000)	<u>Quantity</u> (000)	<u>Value</u> (\$000)	<u>Quantity</u> (000)	<u>Value</u> (\$000)	<u>1988</u>	<u>1989</u>	
6 293	238 559	8 887	328 405	7 137	263 315	U.S.A. 57	U.S.A. 66	U.S.A. 66

1989 CANADIAN IMPORTS BY PROVINCE OF CUSTOMS CLEARANCE

	<u>Nfld.</u>	<u>P.E.I.</u>	<u>N.S.</u>	<u>N.B.</u>	<u>Qué.</u>	<u>Ont.</u>	<u>Man.</u>	<u>Sask.</u>	<u>Alta.</u>	<u>B.C.</u>	<u>All Provinces</u> ⁽¹⁾
Quantity (000)	1	-	101	113	1 996	5 279	175	50	428	742	8 887
Value (\$000)	38	-	3 377	4 204	73 288	195 519	7 011	1 997	15 948	27 015	328 405

⁽¹⁾ Includes Yukon and Northwest Territories

NEW PNEUMATIC TIRES FOR CARS (H.S. 4011.10)

IV. CANADIAN IMPORTS BY MAJOR COUNTRY OF ORIGIN

<u>Country of Origin</u> ⁽¹⁾	1988		1989		1990 Jan.-Sept.	
	<u>Quantity</u> (000)	<u>Value</u> (\$000)	<u>Quantity</u> (000)	<u>Value</u> (\$000)	<u>Quantity</u> (000)	<u>Value</u> (\$000)
United States	3 667	136 682	5 934	218 365	4 660	173 089
Japan	1 104	45 513	1 050	40 167	911	33 761
Rep. of Korea	451	14 454	660	19 955	628	19 848
Fed. Rep. of Germany	215	10 883	230	11 254	139	6 969
Italy	151	5 528	233	9 624	196	7 403
Spain	144	6 717	165	8 009	119	5 050
Brazil	194	6 401	226	7 490	172	6 266
France	90	3 472	138	5 110	113	3 951
United Kingdom	67	2 660	76	3 154	75	2 822
Finland	91	2 656	68	2 153	56	2 011
Other	<u>119</u>	<u>3 597</u>	<u>107</u>	<u>3 124</u>	<u>68</u>	<u>2 145</u>
TOTAL	6 993	238 559	8 887	328 405	7 137	263 315

(1) Countries are in descending order based on value for 1989.

V. CANADIAN PRODUCTION

Statistics Canada does not provide separate data on production by Canadian manufacturers of new pneumatic tires for motor cars. All data are grouped under the description "tires and tubes, all types". Total production amounted to \$1.3 billion in 1988, the latest year available.

NEW PNEUMATIC TIRES FOR CARS
(H.S. 4011.10)

VI. CANADIAN EXPORTS - 1989

<u>Country</u>	<u>Quantity</u> (000)	<u>Value</u> (\$000)
United States	11 161	454 761
Rep. of Korea	47	1 180
Mexico	47	1 095
Japan	45	1 006
Other ⁽¹⁾	<u>116</u>	<u>3 777</u>
TOTAL	11 416	461 819

(1) Includes: Kuwait, Saudi Arabia, Taiwan, Saint Lucia, Italy, Belgium and United Kingdom.

NEW PNEUMATIC TIRES FOR CARS (H.S. 4011.10)

VII. CANADIAN IMPORTERS - 1989

The principal ten importers of new pneumatic tires for motor cars including station wagons and racing cars accounted for 73 per cent of the total import value during 1989.

<u>Principal Importers</u> (No.)	<u>Cumulative Value</u> (\$000)	<u>Cumulative % of Total Value</u>
5	179 614	54
10	242 809	73
15	267 462	81
25	285 211	86
All Importers (277)	328 405	100

The 25 importers are listed below in alphabetical order. The importer is not necessarily the end-user of the product. This list excludes individuals.

<u>Name</u>	<u>Address</u>
Armstrong Rubber Co.	New Haven, CT, USA*
B and D Tire Town Ltd.	Edmonton, Alta.
Bridgestone (Canada) Inc.	Mississauga, Ont.
Canada Tire Co. Ltd.	Montréal, Qué.
Crown Tire Service Ltd.	Edmonton, Alta.
Dunlop Industrial Ltd.	Scarborough, Ont.
	Woodbridge, Ont.
Firestone Canada Inc.	Hamilton, Ont.
Formula Distributors Ltd.	Delta, B.C.
General Tire Canada Ltd.	Barrie, Ont.
Goodyear Canada Inc.	Bowmanville, Ont.
	Islington, Ont.
	Medicine Hat, Alta.
Kumko Canada Inc.	Richmond, B.C.
Michelin Tires Canada Ltd.	Montréal, Qué.
	New Glasgow, N.S.
Mitsubishi (Canada) Ltd.	Vancouver, B.C.
Mohawk Rubber Co.	Akron, OH, USA*
Nokia Products Ltd.	Ajax, Ont.
Picard, A et Fils Inc.	Laval, Qué.
Pirelli Pneus Inc.	St. Laurent, Qué.
Remington Tire Distributors Ltd.	Edmonton, Alta.
Sumitomo Canada Ltd.	Toronto, Ont.
Tire Specialists Ltd.	Waterloo, Ont.
Tread-Way Exports Ltd.	Waterloo, Ont.
Uniroyal Goodrich Canada Ltd.	Kitchener, Ont.
Volkswagon Canada Inc.	Scarborough, Ont.
Volvo (Canada) Ltd.	Halifax, N.S.
Yokohama Tire (Canada) Inc.	Burnaby, B.C.

* Non resident importer

NEW PNEUMATIC TIRES FOR CARS

(H.S. 4011.10)

VIII. FOREIGN EXPORTERS TO CANADA - 1989

Major exporters to Canada of new pneumatic tires for cars are listed by major country of origin in descending order of dollar value. These exporters accounted for 98 per cent of the total value of Canadian imports during 1989.

<u>Country of Origin</u>	<u>Name of Foreign Exporter</u>	<u>Value of Exports</u> <u>to Canada</u>
		<u>1989</u> (\$000)
United States	Goodyear Tire and Rubber Co.	140 068*
	Uniroyal Goodrich Tire Co.	
	Firestone Tire Co.	
	Michelin Tire Corp.	46 372*
	General Tire Co. Inc.	
	Pirelli Tires Co.	
	Dunlop Tire Co.	17 092*
	Mohawk Rubber Co.	
	Cooper Tire and Rubber Co.	
	Bridgestone Corp.	5 074*
	T.B.C. Corp.	
	LogiPlanning, S.A.	
	Armstrong Tire Co.	3 250*
	Kelly Springfield Tires	
	Dean Tire and Rubber Co.	
	Riken America	
	Kleber Tire Corp.	1 312*
	Continental Tire Co.	
	Parrish Tire Co.	
	Tire Specialists Ltd.	912*
	McCreary Tire and Rubber Co.	
	Eldorado Tire Co.	

* Aggregated to preserve confidentiality of Canadian importers.

NEW PNEUMATIC TIRES FOR CARS
(H.S. 4011.10)

VIII. FOREIGN EXPORTERS TO CANADA - 1989 (Cont'd)

<u>Country of Origin</u>	<u>Name of Foreign Exporter</u>	<u>Value of Exports to Canada 1989 (\$000)</u>
United States (Cont'd)	Capital Tire Inc.	635*
	Hoosier Tires Ltd.	
	Kenning Tire Masters Inc.	
	Regulier Tire and Rubber Co.	479*
	Reliable Tire Co.	
	David Tire Co.	
Japan	Bridgestone Corp.	31 879*
	Yokohama Tire Corp.	
	Mitsubishi Corp.	
	Dunlop Japan Ltd.	7 745*
	Sumitomo Corp.	
	Riken American	
Rep. of Korea	Hankook Tire Mfg. Co. Ltd.	19 463*
	Kumko and Co. Inc.	
Fed. Rep. of Germany	Logiplanning, S.A.	9 042*
	Continental Products Corp.	
	Michelin Tire Corp.	
	Volkswagen, A.G.	2 075*
	Dentsche Goodyear	
	Volvo Car	
Italy	Michelin Italiana	9 506*
	Logiplanning, S.A.	
	Firestone	
Spain	Michelin Tire Corp.	7 874*
	Firestone Hispania	
	Logiplanning, S.A.	

* Aggregated to preserve confidentiality of Canadian importers.

NEW PNEUMATIC TIRES FOR CARS

(H.S. 4011.10)

VIII. FOREIGN EXPORTERS TO CANADA - 1989 (Cont'd)

<u>Country of Origin</u>	<u>Name of Foreign Exporter</u>		<u>Value of Exports to Canada</u>
			<u>1989</u> ((\$000))
Brazil	Logiplanning, S.A.)	7 488*
	Pirelli Tire, S.A.)	
	Jetzon International Corp.)	
	Firestone Brazil)	
France	Michelin Tire Corp.)	4 923*
	Continental Products Corp.)	
	Firestone France, S.A.)	
United Kingdom	Logiplanning, S.A.)	2 905*
	Pirelli Tire Ltd.)	
	Michelin Tire Ltd.)	
Finland	Nokia Tyres Ltd.)	3 098*
Sweden	Volvo Car Corp.)	
	Gislaved)	
Netherlands	Vredestein Banden)	960*
	McGregor Cory)	
Dem. Rep. of Germany	Deutsche Goodyear G.M.B.H.)	
	Sterling Interceptre)	
TOTAL			322 152

* Aggregated to preserve confidentiality of Canadian importers.

NEW PNEUMATIC TIRES FOR CARS (H.S. 4011.10)

IX. CANADIAN SUPPLIERS

The following lists are taken from two sources: a) the Business Opportunities Sourcing System (BOSS), a computerized data bank established by the Federal Department of Industry, Science and Technology Canada; and, b) the Canadian Trade Index, published by the Canadian Manufacturers' Association (CMA). These lists may not include all suppliers of the products in question, as companies must themselves register in BOSS or the Canadian Trade Index. In both cases, information on Canadian products supplied is as given by the companies.

BOSS

Companies are arranged in alphabetical order.

Tires, Passenger Car, New, Pneumatic

<u>Name</u>	<u>Address</u>
*Bridgestone/Firestone Canada Inc.	Hamilton, Ont.
*General Tire Canada Inc.	Barrie, Ont.
*Goodyear Canada Inc.	Etobicoke, Ont.
	Valleyfield, Qué.
Industries Raxan Inc.	Valleyfield, Qué.
*Michelin Tires (Canada) Ltd.	New Glasgow, N.S.
*Treadway Exports Ltd.	Waterloo, Ont.

* Company engaged in export trade

Any enquiries and/or comments regarding the BOSS list should be directed to:

Business Opportunities Sourcing System
Industry, Science and Technology Canada
235 Queen Street
Ottawa, Ontario K1A 0H5
Tel.: (613) 954-5031
Telex: 053-4123
Fax: (613) 954-1894

NEW PNEUMATIC TIRES FOR CARS
(H.S. 4011.10)

IX. CANADIAN SUPPLIERS (Cont'd)

CANADIAN TRADE INDEX

Companies are arranged in alphabetical order.

Tires, Pneumatic, for Automobile

<u>Name</u>	<u>Address</u>
Dayton Tire Canada Co. Ltd.	Hamilton, Ont.
*Firestone Canada Inc.	Hamilton, Ont.
*General Tire Canada Inc.	Barrie, Ont.
*Goodyear Canada Inc.	Etobicoke, Ont.
*Michelin Tires (Canada) Ltd.	New Glasgow, N.S.
Uniroyal Goodrich Canada Inc.	Kitchener, Ont.

* Company engaged in export trade

Any enquiries and/or comments regarding the Canadian Trade Index list should be directed to:

The Canadian Manufacturers' Association
One Yonge Street
Toronto, Ontario
M5E 1J9
Tel.: (416) 363-7261
Telex: 065-24693
Fax: (416) 363-3779

NEW PNEUMATIC TIRES FOR CARS
(H.S. 4011.10)

X. CANADIAN AND FOREIGN TARIFFS

New pneumatic tires for cars included in this report are dutiable under the following Canadian tariff item.

<u>Tariff Item</u>	<u>Description of Goods</u>	<u>Tariff Treatment</u>		
		<u>Most Favoured Nation Tariff</u>	<u>General Preferential Tariff</u>	<u>United States Tariff</u>
4011.10.00	New pneumatic tires of rubber of a kind used on motor cars (including station wagons and racing cars)	10.7%	7%	9.6%
	On and after January 1, 1990			8.5%
	On and after January 1, 1991			7.4%

Enquiries concerning tariffs should be directed to the nearest Revenue Canada Customs and Excise office as listed on page two of this report.

FOREIGN COUNTRIES

Enquiries concerning tariffs and other government trade regulations in foreign countries should be directed to External Affairs as listed on page two of this report.

NEW PNEUMATIC TIRES FOR CARS
(H.S. 4011.10)

XI. UNITED STATES IMPORTS BY MAJOR COUNTRY OF ORIGIN - 1989

The United States Department of Commerce reports U.S. imports as follows:

<u>Country of Origin</u>	<u>Quantity</u> (000)	<u>Value</u> (\$000) ⁽¹⁾	<u>% of Total</u>	
			<u>Quantity</u>	<u>Value</u>
Canada	11 161	454 761	25	29
Japan	12 084	449 631	27	29
Italy	3 020	105 760	7	7
Korea, Rep. of	3 496	95 839	8	6
Germany, Fed. Rep. of	1 869	88 256	4	6
Spain	2 148	84 239	5	5
Brazil	3 202	67 892	7	4
France	1 923	62 122	5	4
United Kingdom	1 306	52 846	3	3
Mexico	776	24 137	2	2
Yugoslavia	559	10 872	1	1
Other	<u>2 450</u>	<u>63 669</u>	<u>6</u>	<u>4</u>
TOTAL	43 994	1 560 024	100	100

⁽¹⁾ A conversion factor of 1.1842 was used to convert the value of 1989 U.S. imports to Canadian dollars.

FOR MORE INFORMATION PLEASE CONTACT:

Market Intelligence Division
Services to Business Branch
Industry, Science and Technology Canada
235 Queen Street
Ottawa, Ontario
K1A 0H5
Tel.: (613) 954-4970
Fax.: (613) 954-5463

OR Automotive Corporate Development Division
Surface Transportation and Machinery
Branch
Industry, Science and Technology Canada
235 Queen Street
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YUKON

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Whitehorse, Y.T. Y1A 1Z2
Tel.: (403) 668-4655
Fax.: (403) 668-5003

NORTHWEST TERRITORIES

ISTC

10th Floor
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Yellowknife, N.W.T.
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Fax.: (403) 873-6228

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