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# Canadian Market Opportunities— Import Profile



Government  
of Canada

Regional Industrial  
Expansion

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Expansion industrielle  
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Canada

## MIRRORS FOR MOTOR VEHICLES

Pub. No: 5-85

March 1985

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**MIRRORS FOR MOTOR VEHICLES**

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March 1985

Published by  
Market Information and Analysis Division  
Market Development Branch  
Department of Regional Industrial Expansion

**REFERENCE SOURCES**

Department of Regional Industrial Expansion

Statistics Canada

Revenue Canada

Supply and Services Canada

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OR

The nearest DRIE Regional Office.  
These offices are listed on page 8  
of this publication

**EXPLANATORY NOTES**

**Valuation**

Imports are generally recorded at the values established for customs duty purposes according to the provisions of the Customs Act. Customs values are identical to selling prices for most transactions between non-affiliated firms, but customs values exceed selling prices for many transactions between affiliated firms. All values are reported in Canadian dollars and do not include duty.

**Average Growth Rate**

Growth rates are calculated on the basis of annual compounding.

CANADIAN MARKET OPPORTUNITIES - IMPORT PROFILE

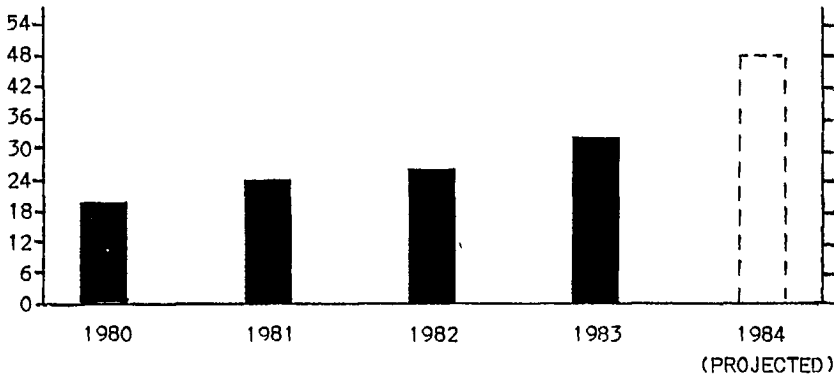
MIRRORS FOR MOTOR VEHICLES

INTRODUCTION

This report is one of a continuing series designed to increase business awareness of the enormous potential existing in the Canadian marketplace for domestic production and to stimulate Canadian business to explore further potential market opportunities in Canada. It is important to emphasize that this report does not attempt any assessment as to the feasibility of manufacturing or competing in a particular market and should be treated as an indicator or starting point for the manufacturer or entrepreneur.

A - IMPORT TRENDS  
OF  
MIRRORS FOR MOTOR VEHICLES

VALUE (MILLION \$)



VALUE	21.1	24.5	26.9	33.0	48.3
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From 1980 to 1983 imports of mirrors for motor vehicles increased at an average annual rate of 16 per cent in terms of dollar value.

**B - IMPORTS BY MAJOR FOREIGN COUNTRY OF EXPORT  
(BASED ON 1983 FIGURES)**

<u>FOREIGN COUNTRY OF EXPORT</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>	<u>AVERAGE</u> <u>ANNUAL</u> <u>GROWTH</u> <u>RATE</u> <u>1980-83</u>	<u>PER CENT</u> <u>CHANGE</u> <u>1982-83</u>	<u>10-MONTH</u> <u>IMPORTS</u> <u>JAN. TO OCT.</u>	
					<u>%</u>	<u>%</u>	<u>1983</u>	<u>1984</u>
<b>UNITED STATES</b> VALUE (\$000)	20 612	23 718	25 804	31 759	16	23	25 426	38 561
<b>JAPAN</b> VALUE (\$000)	170	230	505	547	48	8	405	559
<b>SWEDEN</b> VALUE (\$000)	44	97	86	260	81	202	191	436
<b>WEST GERMANY</b> VALUE (\$000)	87	160	94	159	22	69	76	124
<b>OTHER</b> VALUE (\$000)	172	265	405	291	19	-28	243	539
<b>TOTAL</b> VALUE (\$000)	21 086	24 469	26 894	33 015	16	23	26 341	40 219

Imports of mirrors for motor vehicles in 1983 totalled \$33 million which was an increase of 23 per cent over 1982. The United States has consistently been the major exporter to Canada, accounting for 96 per cent of the value in 1983. Imports increased by approximately 53 per cent for the first 10 months of 1984 compared to the first 10 months of 1983. This import class includes mirrors, rearview, interior; door motor vehicle direct mount non braced; truck exterior, and other mirrors for motor vehicles.

**C - IMPORT MARKET CONCENTRATION  
(BY % OF TOTAL 1983 VALUE)**

<u>TOP 5 IMPORTERS</u>	<u>TOP 10 IMPORTERS</u>	<u>TOP 15 IMPORTERS</u>	<u>TOP 20 IMPORTERS</u>
90	95	97	98

The five major importers accounted for 90 per cent of the total imports for 1983 and were located in Ontario. All five were identified as manufacturers.

**D - TYPE AND LOCATION OF MAJOR IMPORTERS - 1983**

	<u>MANUFACTURERS</u>		<u>WHOLESALEERS</u>		<u>OTHER</u>		<u>TOTAL</u>	
	<u>NO. OF IMPORTERS</u>	<u>VALUE (\$000)</u>	<u>NO. OF IMPORTERS</u>	<u>VALUE (\$000)</u>	<u>NO. OF IMPORTERS</u>	<u>VALUE (\$000)</u>	<u>NO. OF IMPORTERS</u>	<u>VALUE (\$000)</u>
Ontario	10	30 440	8	1 448	1	68	19	31 956
Quebec	-	-	-	-	-	-	-	-
Western Provinces	-	-	-	-	-	-	-	-
Atlantic Provinces	-	-	-	-	1	245	1	245
TOTAL	10	30 440	8	1 448	2	313	20	32 201
Value by % of 1983 Total		92%		4%		1%		98%

There were approximately 180 importers of mirrors for motor vehicles in 1983. The top 20 importers accounted for 98 per cent or \$32.2 million of the total imports. Ten of these were identified as manufacturers, with total imports representing 92 per cent of the import total.

**E - CANADIAN PRODUCTION**

There are at least five manufacturers of mirrors for motor vehicles in Canada. Statistics Canada includes production data on automotive mirrors with motor vehicles, parts and accessories. Therefore statistics on production of mirrors for motor vehicles are not available.

**F - EXPORTS**

Industry sources indicate that there are exports of automotive mirrors. No data specific to the exports of mirrors for motor vehicles are available. Statistics Canada groups this product in a general class, parts and accessories for motor vehicles.

G - CANADIAN TARIFFS, 1984

TARIFF ITEM	DESCRIPTION	BY % OF TOTAL VALUE (1983)	TARIFF TREATMENT				
			BRITISH(1) PREFER- ENTIAL TARIFF	MOST FAVOUR- ED NATION TARIFF	GENERAL TARIFF	GENERAL PREFER- ENTIAL TARIFF	U.K. AND IRELAND
			%	%	%	%	%
95002-01	All parts & accessories & parts of automobiles, except tires & tubes, when imported for use as original equipment in automobiles to be produced in Canada by a manufacturer of automobiles	57	Free	Free	-	-	-
95006-01	All parts & accessories & parts of automobiles, except tires, tubes and machines or other articles required under tariff item 43803-01 to be valued separately under the tariff items regularly applicable thereto, when imported for use as original equipment in specified commercial vehicles to be produced in Canada by a manufacturer of specified commercial vehicles.	31	Free	Free	-	-	-
43829-01	Parts, n.o.p., electro-plated or not, whether finished or not, for automobiles, motor vehicles, electric trackless trolley buses, fire fighting vehicles, ambulances and hearses, or chassis enumerated in tariff items 42400-01 and 43803-01.	10	Free	11.4	35	Free	9.2
	01/01/85			10.7			
	01/01/86			9.9			
	01/01/87			9.2			

(1) Excludes U.K. and Ireland

N.O.P. - Not otherwise provided for

Tariff Arrangements and Foreign Countries of Export:

MOST FAVOURED NATION: UNITED STATES, JAPAN, SWEDEN, WEST GERMANY

ENQUIRIES CONCERNING 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) 996-9474

H - FEDERAL GOVERNMENT PROCUREMENTS

No separate data are available for federal government purchases of mirrors for motor vehicles. They are included with vehicular components, miscellaneous.

I - MARKET SUMMARY

There appears to be a substantial and stable market for automotive mirrors in Canada. The original equipment manufacturers are supplied mainly by imports and accounted for 88 per cent of all imports of mirrors in 1983. This market appears to have potential for Canadian producers of automotive mirrors.

The aftermarket is estimated to be between \$25 and \$30 million and is primarily satisfied by existing manufacturers. One Canadian company has a substantial share of the aftermarket. The Canadian manufacturers of automotive mirrors do not produce the glass, which is sourced both domestically (flat glass) and imported (convex and prismatic glass).



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