



Mexico: Trends in the Aftermarket Industry

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December 13

Summary

With 23 million operational vehicles that exist in Mexico, the market for aftermarket remains stable and growing. On average, Mexicans renovate their vehicles after 17 years. The aftermarket industry is estimated at USD\$6.6 billion. The local manufacturing base includes nine automakers with an offering of approximately 40 brands and 500 models.

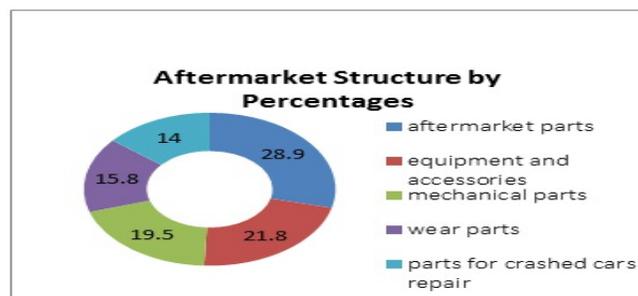
Market Demand

Even though Mexico is the eight largest vehicle producer in the world, the market for aftermarket remains active due to the delay in car renovation by Mexican consumers. Around 60% of the vehicles are legal and 40% are illegal. In Mexico, 57% of vehicles are 10 years old. The distribution of vehicles by model years is as follows:

- ❖ 10% vehicles 1972 to 1989 year
- ❖ 47% vehicles 1990 to 1999
- ❖ 43% 2000 to 2012

Market Data

As per the National Association of Representatives, Importers, Distributors of Spare Parts, and Accessories (Aridra), around 40,000 spare part stores nationwide serve the market. These spare part distributors might handle from 60,000 to 130,000 parts. The structure for the aftermarket includes the greatest percentage for parts, equipment and accessories, mechanical parts, wear parts and parts for crashed cars and repair.



Source: Aridra

The local brands are Chrysler, Fiat, Ford, General Motors, Honda, Nissan, Renault, Toyota, and Volkswagen.

Best Prospects

The best prospects for aftermarket are spare parts for gasoline and diesel engines, transmission and parts, collision repair parts, electric parts, starter, maintenance and repairing equipment.

Market Entry

It is highly recommended that regional distributors of auto parts be identified, as opposed to national distributors. There are a few master distributors and regular spare part distributors, which sell both to spare part stores and mechanics throughout the country.

Market Issues & Obstacles

There are no major barriers to the importation of spare parts and equipment if they comply with a NAFTA Certificate of Origin. NAFTA Certificate of Origin products qualifying as North American under NAFTA must use NAFTA Certificate of Origin to receive NAFTA exemption of duties.

Only North American products, as defined by the rules of origin, are eligible for duty-free status when entering Mexico. For additional counseling and help on exporting, please contact: 1-800-USA-TRADE (1-800-872-8723) or http://export.gov/logistics/eg_main_018131.asp

Trade Events

Paace Automechanika

July 16-18, 2014

Centro Banamex, Mexico City

<http://paace-automechanika-mexico-us.messefrankfurt.com>

Expo Rujac

September 3-5, 2014

Expo Guadalajara, Jalisco, Mexico

<http://www.rujac.net/>

Expo Reparación Automotriz

March 13-14, 2014

World Trade Center, Mexico City

<http://www.exporeparacionautomotriz.com>

Resources & Contacts

National Institute of Statistics, Geography and Information (INEGI) www.inegi.gob.mx

National Association of Representatives, Importers and Distributors of Spare parts and Accessories – ARIDRA
<http://aridra.com/>

For More Information

The U.S. Commercial Service in Mexico City can be contacted via e-mail at: monica.martinez@trade.gov; Phone: 011-52-55-5140-2628; Fax: 011-52-55-5566-1115; or visit our website: <http://www.buyusa.gov/mexico>

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