

Research Report on America Tire Industry, 2011-2012

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Abstracts

The report will be issued in January 2011. It is now only for presale.

The tire market in the Americas in this report includes the United States and Canada in North America, as well as several major countries in Latin America. In accordance with the distribution of tire manufacturing and tire consumption market in the Americas, this report selects the United States, Canada, Mexico, Brazil, Argentina, Venezuela, Colombia, Peru, etc. as the research subjects, and the auto industry of these countries as references. The United States and Canada possess mature auto industry, while Central and South American countries only produce few or no automobiles; Therefore the concern about auto industries in Central and South America focuses more on the analysis of vehicle retain volumes, as well as more introductions of other related industries.

The tire market in the Americas is divided into the OEM market for automotive mount and the replacement market. The former is mainly applied in the process of the entire assembly for a new automobile, while the latter is applied to replace tires. Due to the high proportion of trucks in the vehicle market in the Americas, the high replacement coefficient of trucks, and the weak demand for new cars, the demand for tires market in the Americas mostly arises from the replacement market. The United States and Canada possess a large number of local tire manufacturers. In recent years, the American auto market has been shrinking, and some American local companies have begun to expand overseas business, mostly through M&A in overseas factories.

Among multinational tire companies, Japan's Prince Stone Tire, distributed in North America and Central and South America, is of the largest expansion scale in the Americas. It has established plants in Mexico, Brazil, Venezuela and Costa Rica, as well as special sales agencies in Chile, Colombia and other countries; the second largest is Michelin with four branches in South America; Cooper Tire in the United

States combines with Pirelli Tire to develop the tire market in North and South America together.

USA's tires are of large amount in output, but there is still more than a half of the tire demand dependent on import. The high dependence of imported tires mainly lies in the fact that the labor cost becomes extremely high, while the differentiation of the tire market allows the demand percentage for imported tires in the United States to increase. On the whole, the overall tire demand in the United States and Canada will see small growth space, or maybe a slight decline in the next few years, but the demand cardinality will be huge still. Among Latin American countries, some have just become the high-income countries, while some belong to emerging countries, whose tire demand presents an upward trend in a long term. Meanwhile, a common phenomenon in Latin America is that the local automobile-related industries are not developed, and such auto parts products as tires rely heavily on import. The source countries for Latin America's natural rubbers are Brazil and Guatemala. However countries like Brazil still need to import tires of hundreds of millions of USD each year.

In general, USA and Canadian auto market is highly saturated, and their tire market growth rate is limited. The tire demand derives mainly from the replacement market; and the tire market in emerging economies of Latin America is in a great demand with more investment opportunities.

Following and more information can be acquired from this report:

Production of the tire industry in the Americas

Tire consumption in the Americas

Operations of the tire industry in major countries in the Americas

Major tire companies in the Americas and their operations

Forecast on the tire industry development in the Americas

Following persons are advised to buy this report:

Supply enterprises for upstream raw materials of tires

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Tire trade companies

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