

YOUR IMPORTS' FUTURE FORECAST LOOKING GOOD

THE SIDE OF THE ROAD WILL BE

It's certainly not news that the import vehicle population in this country has been booming during the past decade. Imports now claim almost one quarter of the total U.S. new car registrations.

Last year, Japanese imports accounted for approximately two million new vehicle registrations out of a nationwide total of less than nine million. These Japanese imports have increased from almost four percent of the U.S. market in 1970 to over 21 percent in

1980, with an increase of more than 6 percent in 1980 alone!

What's more, all signs indicate that this phenomenal growth rate will continue for years to come. And for you, the NAPA Jobber, this increased import vehicle penetration in the U.S. means many, many new sales opportunities lie ahead.

Until now the replacement parts market for imported vehicles hasn't grown in the same proportion as have sales of these vehicles. But this is to be ex-

pected, as the average age of foreign vehicles in use in the U.S. is less than five years. And as we all know, the replacement parts market runs several years behind new vehicle sales — at first. However, as these vehicles become older and start to require more service work, the market for replacement parts catches up and blossoms quickly. Thus, as import car sales — and their ages — increase, the demand for replacement parts will grow in direct pro-

