

Introduction

For quite a number of years, I have witnessed U.S. companies struggle with the identification of promising export markets. As a result, my colleagues and I worked together to create a solution. We are proud to fill the knowledge gap with the first edition of the U.S. Commercial Service's Automotive Resource Guide, which identifies markets where U.S. automotive products or services are likely to succeed. The Guide provides you with access to foreign market information and additional resources, to help increase your international sales.

The Automotive Resource Guide was developed by the Global Automotive Team, a vital part of the International Trade Administration's U.S. Commercial Service. We are dedicated to serving you, the U.S. automotive industry. The Global Automotive Team is comprised of a network of domestic and international automotive specialists, whose primary objective is to help both large and small automotive firms expand into foreign markets. Our Team members are located in 102 offices throughout the United States and in U.S. Embassies and Consulates in more than 80 countries across the globe.

Our goal is to promote U.S exports in projects that transcend geographical lines. We focus on the changing world economy in an effort to get you involved in international opportunities before the competition. We are well-connected and have the ability to open doors, as demonstrated by our ability to get U.S. companies involvement in projects with major foreign OEMs, such as Renault-Nissan, Hyundai-Kia and Volkswagen.

We do not play down the challenges facing the U.S. motor vehicle industry, the largest manufacturing industry in the United States. We consciously focus on areas where we can make a meaningful contribution because we view the industry as being dynamic and tremendously successful.

As we move forward, your feedback will become an important barometer for shaping our activities. If this Resource Guide is useful to you, please share your experience with us and help us identify areas of improvement by contacting me directly at Natasha.Keylard@mail.doc.gov. As a government resource for U.S. companies, our Team relies on your comments and needs to hear whether we are serving you well.

We look forward to opening up markets on your behalf and delivering opportunities to your doorstep.

Sincerely,



Natasha Keylard
Global Automotive Team Leader
U.S. Commercial Service