

Using Industrial Marketing Research (IMR) data, *CounterMan* magazine presents the Consumer Aftermarket Behavior Study, which reveals consumer and technician sourcing habits and trends on 10 important product categories.

Additional data points will be presented in follow-up articles on *aftermarketNews.com*, *CounterMan's* on-line news partner.

This data is based on IMR's in-depth research report, Continuing Consumer Automotive Maintenance Survey (CCAMS). IMR's CCAMS study develops deep and insightful understanding of vehicle parts and services consumption at various consumer levels. IMR conducts additional syndicated and proprietary, nationally representative studies of vehicle parts, vehicle services and accessory buying dynamics for every major make of car and light truck sold in the United States. IMR data is widely used in the category management process and to help its clients understand their competitive position, trends within their market and buyer preferences to gain competitive advantages.

For more information on IMR and its research capabilities, visit IMR at www.industrialmr.com or call 800-654-1079.

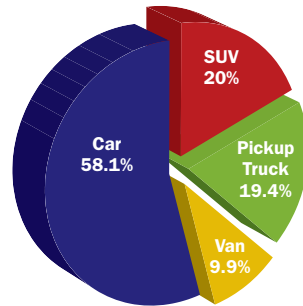
The following pages contain consumer behavior data, presented on a product-by-product basis. In order to better understand this information, to the right you'll find the aggregated data that provides a snapshot of "average" consumer behavior trends across all 10 product categories. The 10 categories are:

- AC Compressors
- Brake Pads
- Motor Oil
- Shocks
- Timing Belts
- Ball Joints
- CV Joints
- Oxygen Sensors
- Spark Plugs
- Wipers

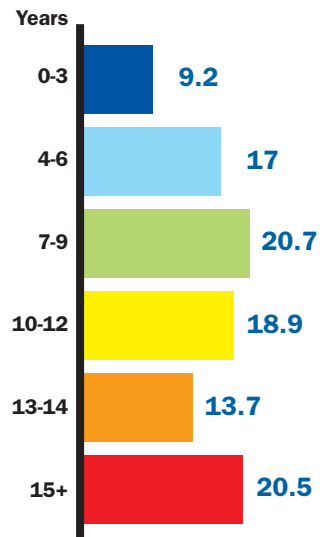


vehicle demographics

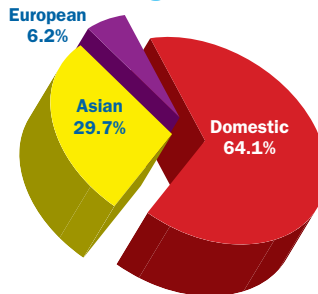
Replacement Rates:
Type of Vehicle



Replacement Rates:
Age of Vehicle



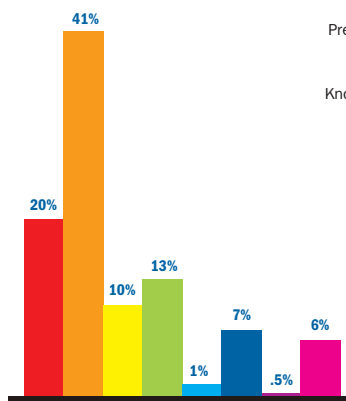
Replacement Rates:
Vehicle Origin



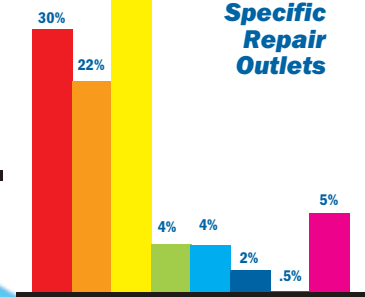
consumer demographics

Replacement Rates:
Why Consumers Choose Specific Repair Outlets

- Convenience
- Previous Experience
- Price
- Knowledgeable Staff
- Brands Offered
- Recommendation
- Advertising
- Other



Replacement Rates:
Why DIYers Choose Specific Repair Outlets



Replacement Rates: **Where Consumers Choose to Get Work Performed**

