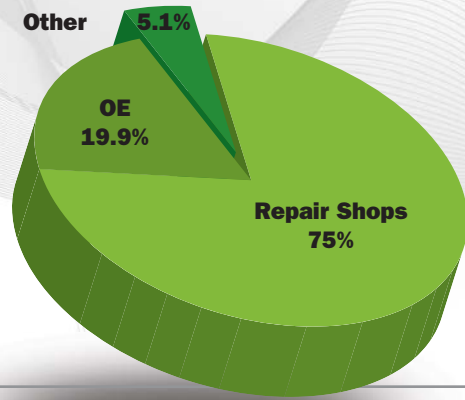


# Brake Calipers

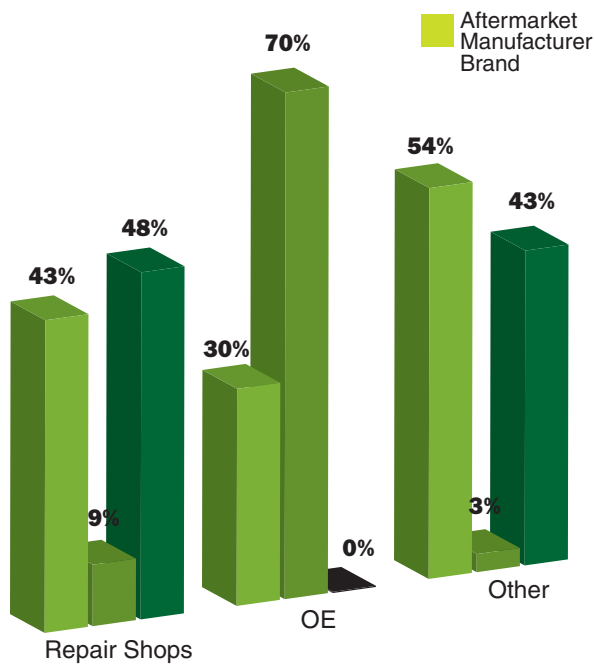


**Analysis:** Private-label calipers proved to be a strong first-choice brand for both general repair shops and other kinds of repair specialists. And when aftermarket manufacturer branded product is not available, private label is a popular secondary choice as well. It's interesting to note that OE dealer techs indicated that they would not consider installing private-label calipers, even when their first-choice (typically the OE brand) is not available.

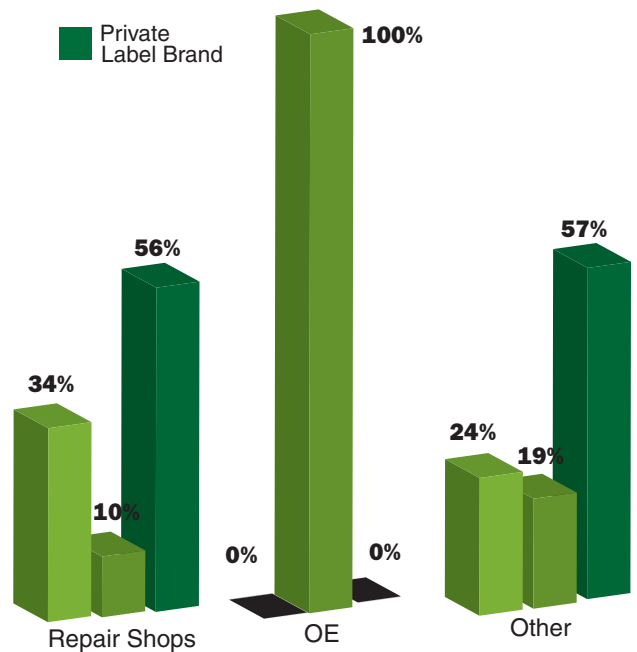
## Type of Shop Doing Repair



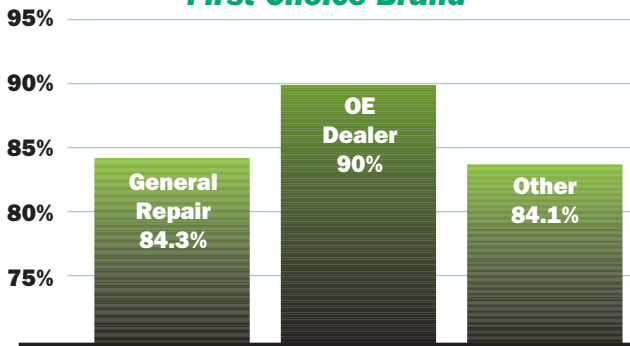
## first-choice brand



## second-choice brand



## Percentage of Time Installer Gets First Choice Brand



## Number of Brake Calipers Installed Each Month

