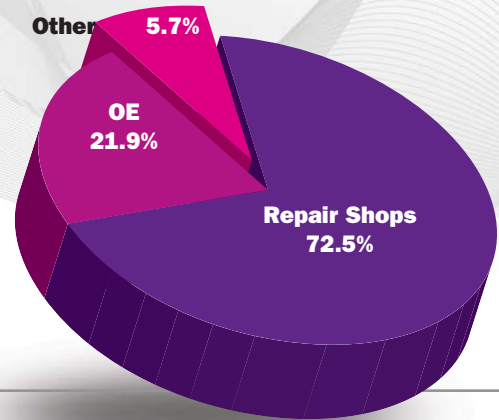




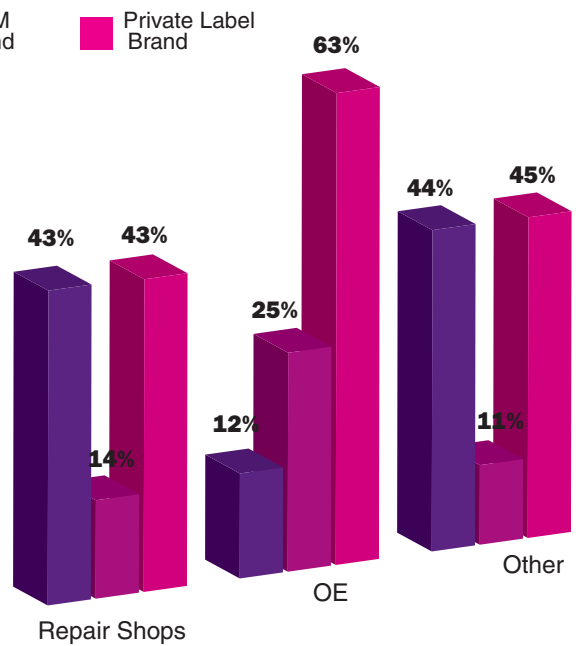
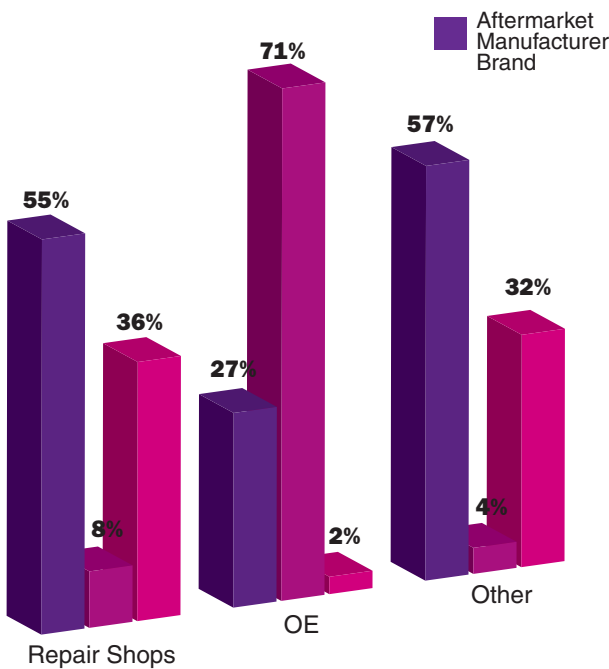
Analysis: Brakes are one of the most important and profitable services a shop offers — and the brands a shop chooses tend to be more evenly distributed among OE brands, aftermarket manufacturer brands and private label (as opposed to other categories studied). Even at the OE dealership, the OE brand does not dominate, with more than a quarter of dealerships indicating the aftermarket manufacturer branded pads are their top choice.

Type of Shop Doing Repair



first-choice brand

second-choice brand



Percentage of Time Installer Gets First Choice Brand

Number of Brake Shoes Installed Each Month

