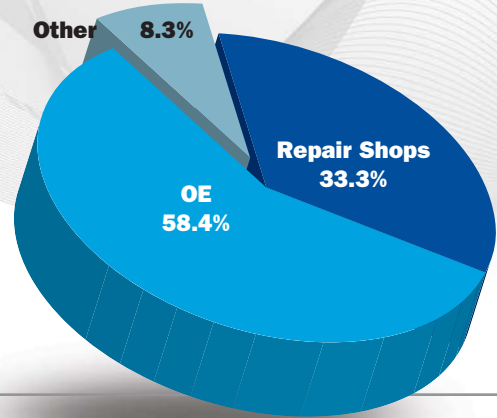


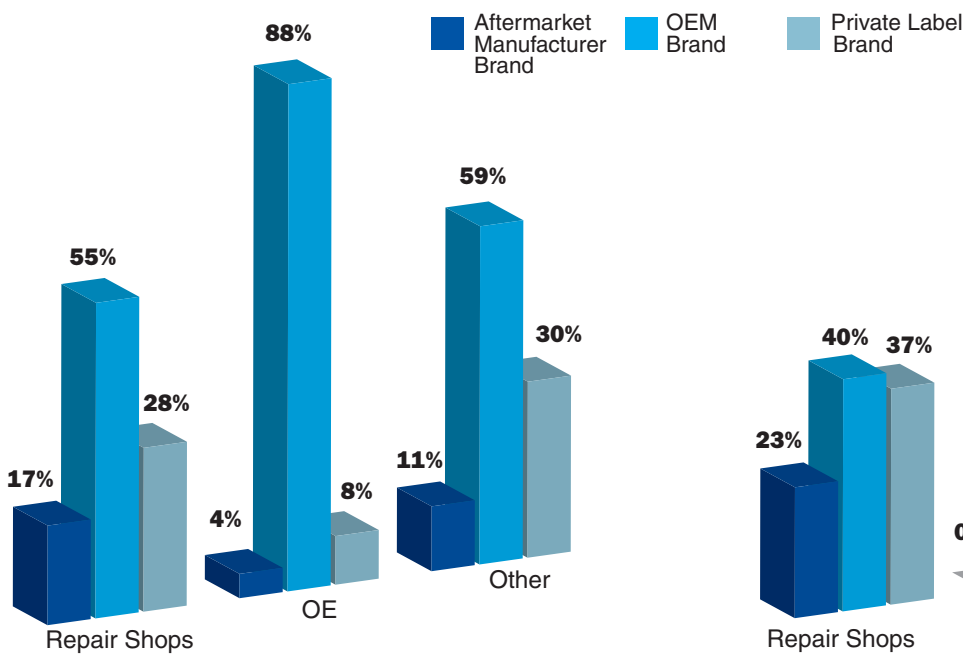


Analysis: For the vehicle computer category, the OE brand is king, with every repair channel preferring to source OE-branded ECUs over their aftermarket or private-label counterparts. Interestingly, for OE dealers, there is no substitute for the OE brand; if it's not available, they'll wait. Most don't have to wait, however, as OE dealers indicated that their first-choice brand is available more than 90 percent of the time. For everyone else, however, the aftermarket and private-label sources are acceptable as secondary brand choices.

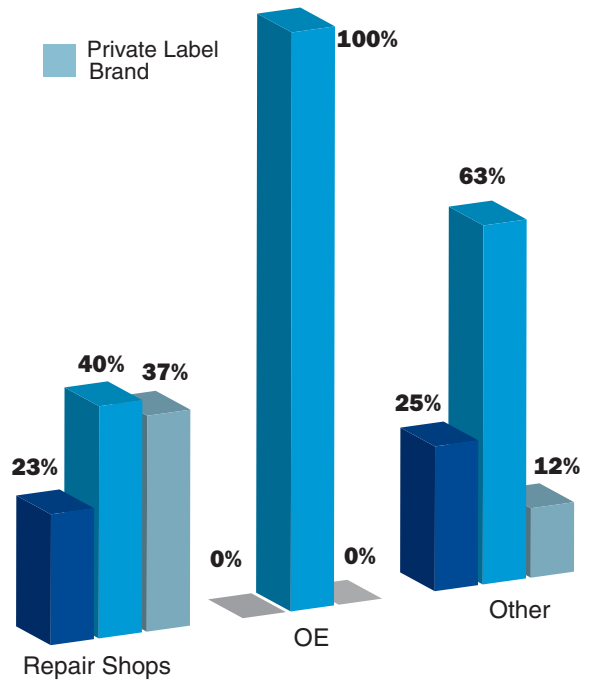
Type of Shop Doing Repair



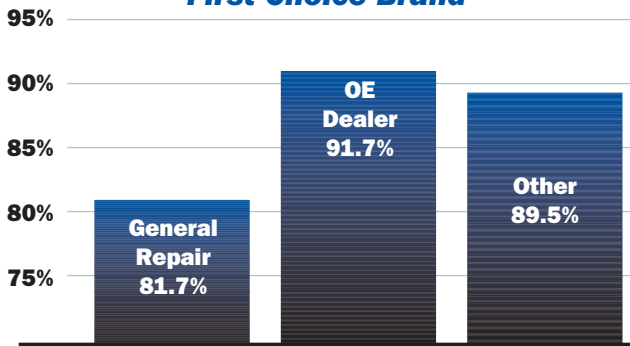
first-choice brand



second-choice brand



Percentage of Time Installer Gets First Choice Brand



Number of ECUs Installed Each Month

