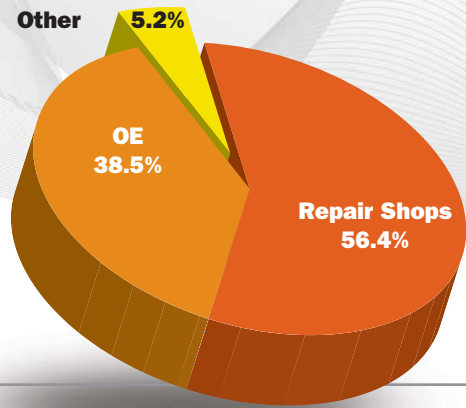


Oxygen Sensors

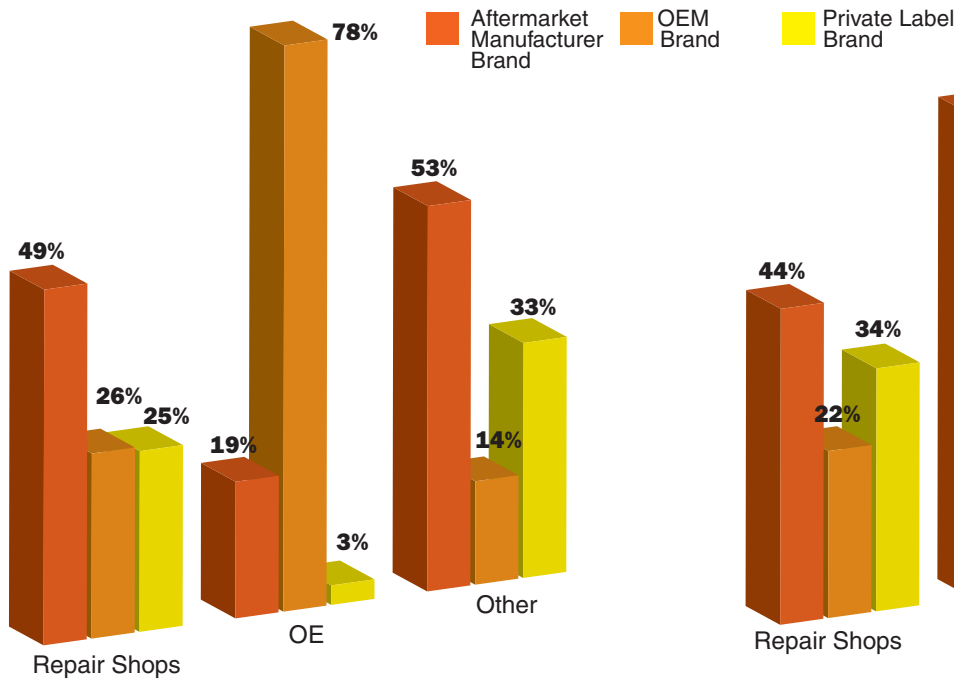
IndustrialMR Inc.
research for the automotive industry

Analysis: Conventional wisdom says that oxygen sensors are one of those products that is sourced more often from the OE dealer than aftermarket or private-label brands. In fact, aftermarket brands get a healthy part of the pie, though OE brands are preferred by a high number of technicians. Not surprisingly, OE dealers prefer to source the vast majority of their oxygen sensors from OES channels. However, when OE brands are not available, a high percentage of OE dealer techs look to aftermarket brands.

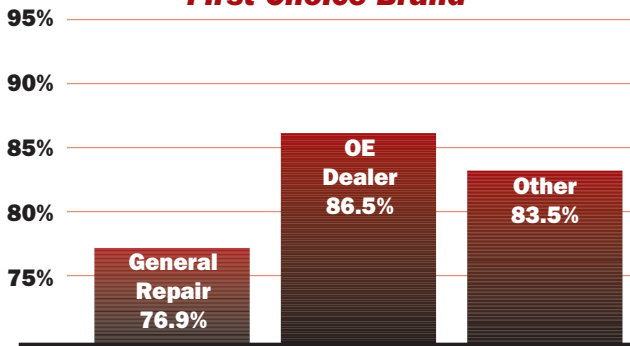
Type of Shop Doing Repair



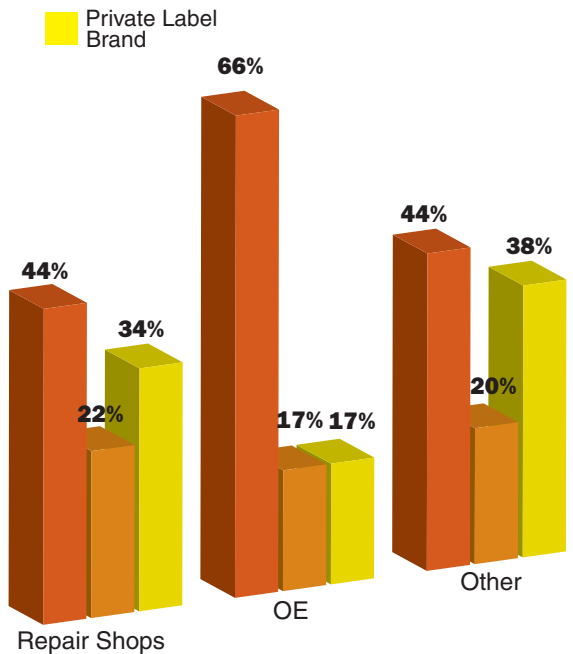
first-choice brand



Percentage of Time Installer Gets First Choice Brand



second-choice brand



Number of Oxygen Sensors Installed Each Month

