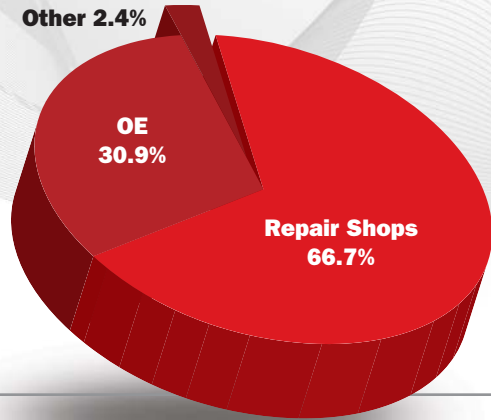


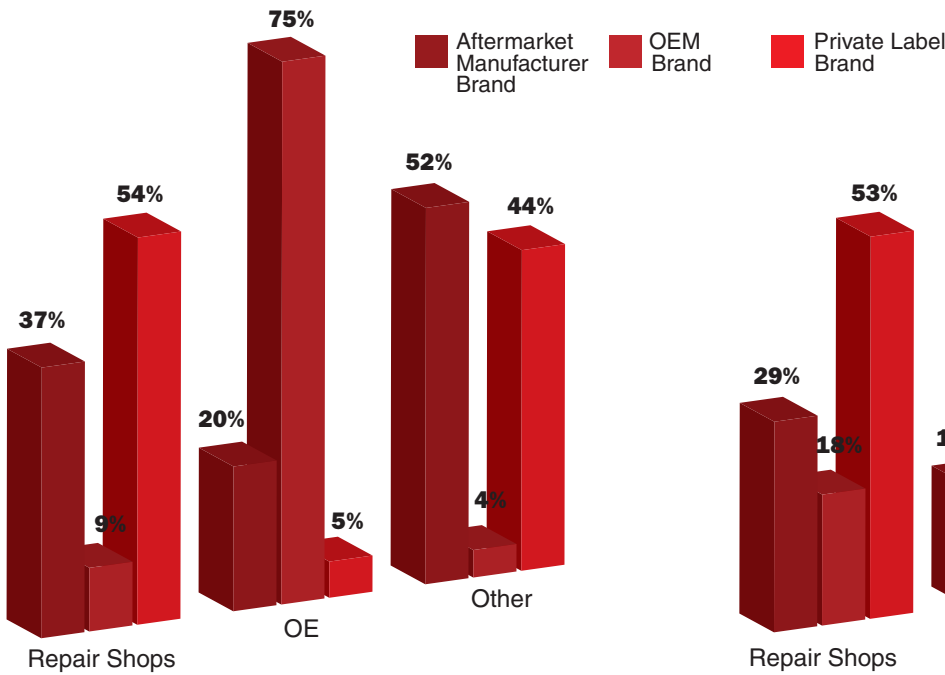


Analysis: The first-choice brand in oil filters really depends on the type of shop. OE dealerships, for example, prefer to install the OE brand (as one would expect). But aftermarket shops — both general repairers and other kinds of specialists — prefer to go through aftermarket channels, sourcing either aftermarket manufacturer or private-label brands. However, when it comes to second-choice brands of oil filters, private-label products are the clear winners, regardless of shop type.

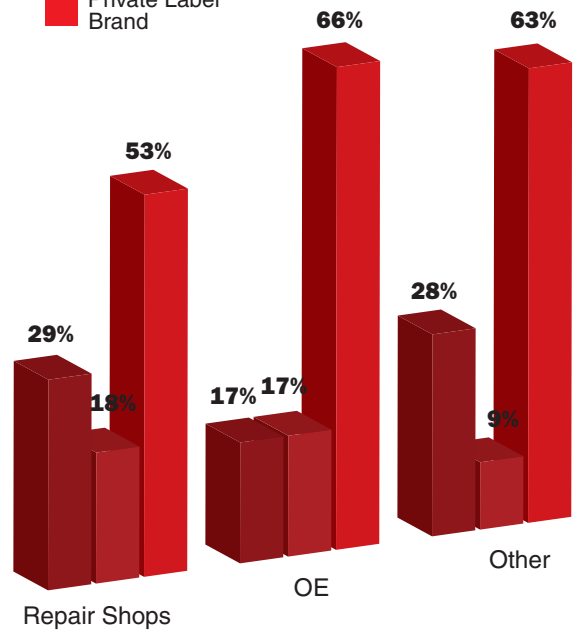
Type of Shop Doing Repair



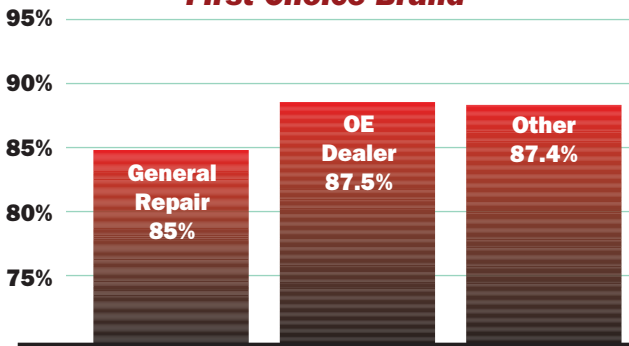
first-choice brand



second-choice brand



Percentage of Time Installer Gets First Choice Brand



Number of Oil Filters Installed Each Month

