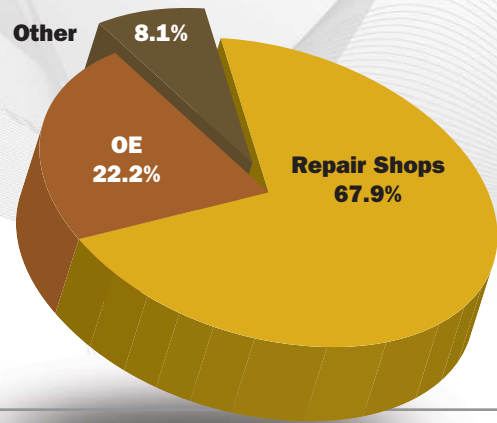


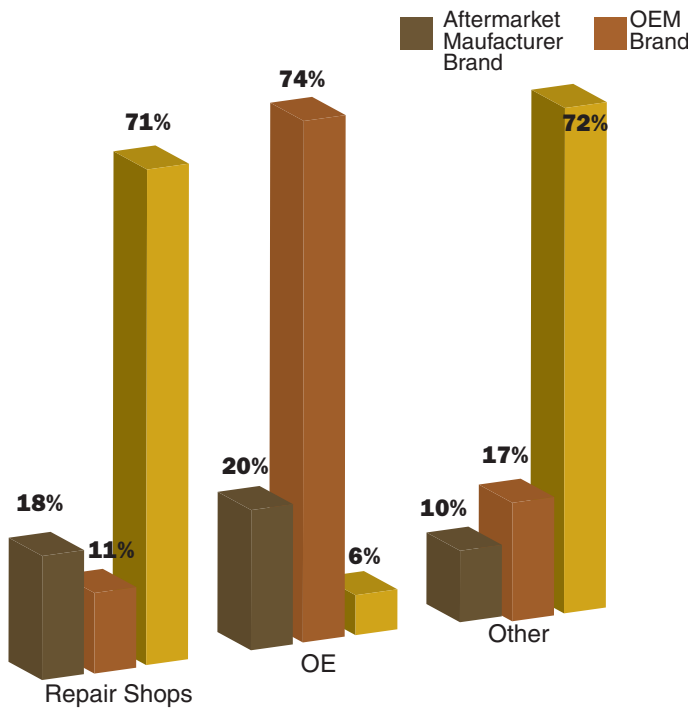


Analysis: The most striking thing about this page is the popularity of private-label water pumps among both general repair shops and other types of repair specialists. Even at the OE dealership level, 26 percent of dealers indicated that their first-choice brand is either an aftermarket manufacturer-branded pump or a private label. Everyone's second choice — even the OE dealers — overwhelmingly is private-label water pumps. Note that among general repair shops and other specialists, their second-choice brand in many cases is the OE branded pump.

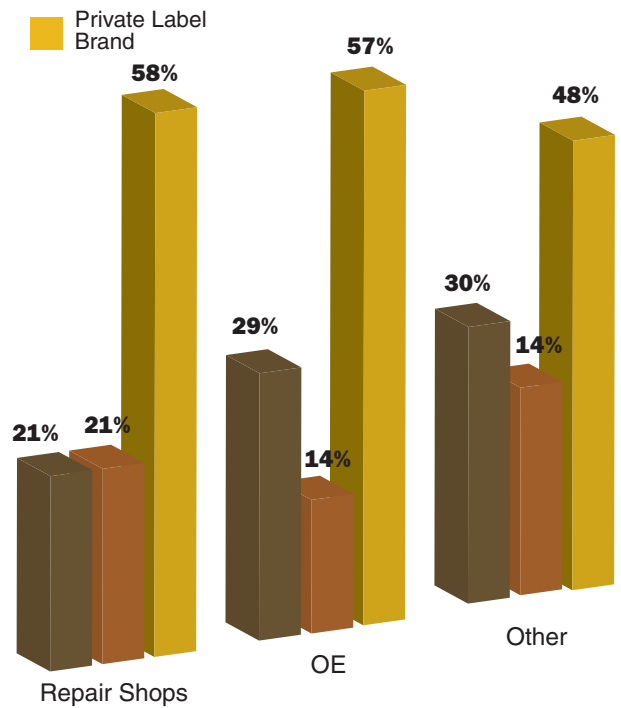
Type of Shop Doing Repair



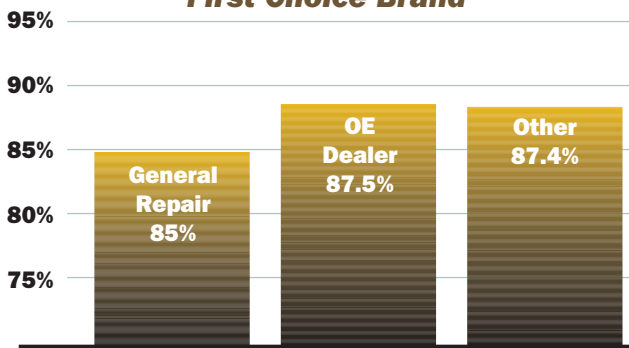
first-choice brand



second-choice brand



Percentage of Time Installer Gets First Choice Brand



Number of Water Pumps Installed Each Month

