ETI Market Survey

THE IMPACT AFTERMARKET SERVICE FACILITIES HAVE ON THE NEW CAR BUYING PREFERENCES OF CONSUMERS

ToolTech 2015
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About This year’s Survey (1)

We are often asked about the impact aftermarket service facilities have on the new car buying preferences of consumers.

We have answered using anecdotal references

No one has ever attempted to capture empirical data on this subject

- If a particular brand of vehicle is difficult to repair in the aftermarket, are future sales of that brand negatively impacted?
- By the same token, if a particular brand of vehicle is easy to repair in the aftermarket will sales be boosted due to positive recommendations made to consumers by happy technicians?

About This year’s Survey (2)

ETI has taken on this challenge in the form of two surveys

- One sent to shop technicians and another to consumers. We ask technicians if they try to influence buying decisions and we ask consumers if they are influenced.
- We also ask what brands are recommended, how often and why.

About This year’s Survey (3)

We know that OEMs need financial reasons to embrace the aftermarket

Because so many vehicles are repaired outside the OEMs dealer network, this study may provide some real numbers to give OEMs tangible reasons to embrace the aftermarket relationship more than they do now.

Especially the import Brands where the importance of the aftermarket is not understood at the corporate level.

About This Year’s Survey (4)

OEM aftermarket support people come and go.

- Replacement are not always familiar with past relationships
- The results of this survey could be used to influence future support.
- OEM support personnel could also use the results to convince senior management of the importance of a supportive relationship

About this year's Survey (5)

ETI Marketing Committee wrote the questions

TNS Global provided the web based questionnaires and the consumer list

- Promised and delivered 500 clean surveys.

Babcox, Motor and PTEN provided the shop list.

- Not sure what the totals were.

Thanks to all the organizations involved.

Topline Results

Consumer Study Topline Results (1)

Most vehicles are repaired at either a dealership or an aftermarket shop exclusively, and with equal frequency.

Dealerships are used to ensure accurate/quality repairs; those who deviate for work outside their warranty do so because of the expense.

Independent general repair shops are three times as popular as mass merchandisers.

Consumer Study Topline Results (2)

Few (9%) acknowledge seeking the recommendation of their aftermarket shop regarding what car to buy next.

Due to brand quality and reasonable repair costs, half of those who do seek advice are guided towards Toyota (55%) and Honda (52%), followed distantly by Ford and GM (24% each).

Technician/Shop Owner Study Topline Results (1)

The most common vehicle specializations are American (~40%) and Japanese (35%), but slightly more than half of independent shops work on any vehicle that comes in the door.

In addition to general repair, which virtually all shops handle, a majority take on underhood/driveability (64%) and diagnostic (57%).

German and British vehicles are considered the most difficult to repair, with technicians most often attributing this to the expense of the OEM tools and information.

- The lack of quality service info and the amount of unbillable time required for repairs are also cited by a majority, and about half mention a lack of available training.

Technician/Shop Owner Study Topline Results (2)

According to technicians, 1 in 3 customers ask for vehicle recommendations; Toyota (74%), Honda (73%) GM (62%) and Ford (60%) are the most common given.

A majority cite brand quality, ease of repair (including scan tool compatibility and repair info) as well as good OEM support for all of these brands, however, quality is mentioned more in reference to Honda and Toyota, while GM and Ford appear to have an edge with respect to OEM support.

Technicians estimate 2 in 5 customers that ask for a recommendation do in fact take their advice. That's 13.2% of the total

What’s Next?

This was a topline report

We expect to receive the following over the next two weeks.

- a detailed report with much deeper analysis
- an executive summary report
- Raw data spreadsheet for further analysis

I will be reporting on the results through our blog in small easy to chew chunks.