



MARKET INTELLIGENCE – THE SMART WAY

IMR provides large syndicated
studies & custom research
geared toward:

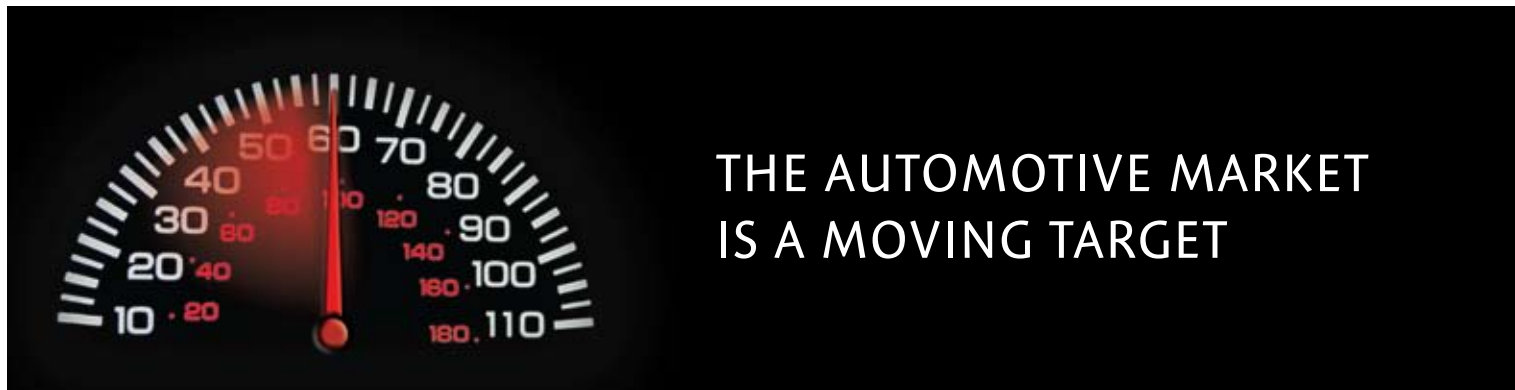
- Replacement rates
- Channel share trends
- Customer segmentation
- DIY and DIFM metrics
- Purchase decision processes
- Repair shop and technician demographics
- Part installation volumes
- Brand preferences
- Product planning, vehicle accessorization
- OEM service and parts program performance
- And much more

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TAKE YOUR CUSTOMER INSIGHT FROM 0 TO 60 IN NO TIME FLAT





THE AUTOMOTIVE MARKET IS A MOVING TARGET

And IMR is the definitive resource for market intelligence.

To drive smart business decisions, you need sound, validated information about your customers, their habits, and what drives their decisions. You need IMR market research.

Since 1975, IMR has been a pioneer in automotive research. No other company offers the breadth and depth of experience, and the rigorous methodologies that IMR brings to the table. We can give you detailed consumer demographics and purchasing trends, shed light into your competitors' strengths and weaknesses, and deliver data that brings you closer to your customers, distribution channels and market opportunities. Our vast depth of research results, stretching back many years, provides trendable, statistically reliable data that is broad and deep enough to withstand detailed querying to get to the root of your most demanding questions.

Know your customers – inside and out

Identifying potential and current customers is just the first step to building sales. You also need to know what they're thinking when they make their purchase decisions – and why. Our research details customer behavior and explains what motivates it – how and why your customers make the choices they do. We can get you all the answers you need – fast!



Leave your competition in your taillights



EXPERT GUIDANCE IS CLOSE AT HAND

Syndicated Research – we tell you how they behave

IMR has gained industry acceptance as one of the most complete research resources serving the automotive market. Our syndicated research has helped many OEMs and aftermarket companies understand how repair shops and consumers behave, and how their brands and products perform against the competition. We carry large sample sizes that easily identify consumer actions for hundreds of parts, services and accessories, and that can be segmented by any combination of characteristics and behaviors.

We offer syndicated research in numerous areas, including *Vehicle Accessorization, Repair Shop & Installer Market Research, DIY and DIFM Consumer Demographics, Parts Replacement Rates, and Channel Share Metrics and Consumer and Technician Parts/Service Purchase Decision Processes.*

Custom Research – we tell you how and why they choose

Whatever the issue—from product needs to brand positioning, from purchase interest to purchase decision processes, from brand attributes to customer satisfaction—our experienced research consultants focus on optimizing your return on investment and providing you with impactful insights and recommendations that are actionable and support profitable decisions.

IMR's efficient research process helps you save marketing dollars; our vast data resources mean that we already have your customers and potential customers identified, analyzed and targeted. This helps you quickly implement research studies that provide the data you need to better understand your market and identify opportunities for your company.

Try us on for size

At IMR we are continuously developing market intelligence and insight to help our clients win customers, and we pride ourselves on maintaining strong and meaningful relationships. We encourage you to call us with any questions regarding our surveys or data, or simply tell us your research needs.

Call 800.654.1079 or visit us on the web at www.AutomotiveResearch.com

Get the real lowdown:

- Replacement and failure rates
 - Product demand and channel share
 - Perceptions about your product
 - What really drives purchasing decisions
- For the ultimate in affordable, useful intelligence, start with our syndicated research and let us create a customized research study to provide detailed insights.

