

CONTINUING CONSUMER AUTOMOTIVE MAINTENANCE SURVEY (CCAMS)

Tracking study details customer vehicle maintenance habits for automotive parts and services purchases

Ideal for supporting the efforts of OEMs and aftermarket manufacturers, suppliers & retailers, IMR data supports better business decisions by illuminating:

- DIY and DIFM demographics
- Consumer and customer buying dynamics
- Channel share
- Replacement rates
- Sales trends
- Market share





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

IMR's long-term, in-depth data gives you a competitive advantage.

Whether you're looking for insight into your customers or your competitors, IMR's Continuing Consumer Automotive Maintenance Survey (CCAMS) will help you make smarter, more profitable business decisions.

CCAMS is a nationally-representative study of vehicle maintainers and vehicles in operation in the United States. It details the parts replaced and service performed on those vehicles and details consumer buying dynamics including:

WHO purchases your products and services

WHERE do they buy their parts and service

WHAT types of vehicle maintenance purchases do they make and what type of vehicles do they own

WHY do they select their outlet/retailer

WHEN do consumers purchase from new car dealer versus the traditional aftermarket

HOW often do parts fail

With IMR data you'll know who is purchasing your products and services, what channels and outlets within the channel they purchase from and why, how you compare to the competition and when in the vehicle life cycle you get their business.

A Wealth of Information for: Aftermarket manufacturers, suppliers, retailers and vehicle OEMs

IMR studies provide valuable data that contribute to deeper insight into important areas of category management and vehicle OEM parts and service programs.

- Consumer demographics, including income, education, age, etc., help explain DIY and DIFM consumer behavior, product demand and channel share.
- Get insight into the types of cars DIY and DIFM consumers drive, what parts they install, at what vehicle age, at what mileage and more.
- Compare product demand and channel share and your place in the overall market or for an individual service or part.
- Studies of replacement rates let you determine how often repairs are made and the dynamics of repair: what age, make, type of vehicles are experiencing parts failure.
- DIFM consumer demographics – when do they leave the channel? What type of repairs are performed by new cars dealers versus other outlets?

Benefit from:

- Continuous data on DIY and DIFM purchasing habits since 1975
- Large sample sizes to easily identify consumer behavior
- Data that allows for detailed analysis and trending for over 140 parts and services
- Tracking of consumer opinion regarding service repair outlets
- Comprehensive market data provided quarterly
- Rich in detailed data & proven methodology

Dynamic data lets you easily determine:

- New car dealer & aftermarket company market share (or market share for new car dealers, service and retail outlets at macro and micro levels.)
- Sales trends
- DIY vs. DIFM trends
- Consumer and vehicle demographics
- Market potential
- Category trends
- Replacement rates
- And more



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