

AUTOMOTIVE REPAIR SHOP TRACKING STUDY

Insights into installer behavior and why they make their purchasing decisions

IMR researches all service outlets, including new car dealers, to provide the information you need to understand:

- How to position your products with, and market to, your customers
- Repair shop demographics
- Brand perceptions
- Brand, supplier and manufacturer loyalty factors
- Parts installation volumes
- Seasonality and long term trends





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

Get essential insights into your most critical market

A deep and thorough understanding of what motivates and influences your installer customers is the key to building brand loyalty – and making smarter business decisions.

By identifying and profiling the demographics of all types of service outlets (including new car dealers and collision shops), the Automotive Repair Shop Tracking Study provides invaluable insights that let you communicate more effectively with your customers, and target your marketing dollars where they can do the most good.

The Study is conducted among 5,460 auto repair shop managers using a representative sample of professional installers. It tracks all types of shop information, providing month-to-month documentation of sales trends, brand recognition, brand preferences, brand usage, supplier solicitation trends, buying habits, loyalty factors, magazine readership and demographics and more.

From the leader in automotive research

Since 1975, IMR has provided valuable market research data and custom research to the automotive industry. As a pioneer in multi-client surveys, IMR provides research that has become the industry standard due to its longevity, regularity and visibility within the industry.

We are continually developing new ideas and methods for generating valuable, accurate information that is accessible to the entire automotive industry. This includes syndicated and proprietary, nationally-representative studies of the automotive industry including consumer and commercial buying dynamics and demographics.

We have the tools you need to make better business decisions

To make the most efficient use of your marketing and communications vehicles, you need to know:

WHO your best potential audience is

WHERE they work – and where they buy their parts

WHAT types of parts they are buying (and from whom)

WHY they make their purchase decisions

WHEN trends or seasonality play a role in their parts ordering

HOW many parts they purchase, based on the type of repair shop

IMR gives you all this intelligence, and more. Armed with IMR research, you'll know when, where, and how to communicate with your customers for maximum impact, how to position your products against the competition, what makes customers loyal to your brand (or your competitors'), and which products to promote, based on your customer base.

Jump-start your installer customer insight today. Call 800.654.1079 or visit us on the web at www.AutomotiveResearch.com.

Rich features add depth to knowledge base

In-depth research on over 50 parts and services performed by installers. Use them to determine:

- How your brand compares to the competition
- Which parts suppliers are visiting your installer customers
- What repairs and maintenance jobs are performed by different types of shops
- The number of Repair Orders each month and the average dollar amount per RO
- How many units of your parts are installed each month
- What brands installers consider to be their #1 and #2 choices
- Shop characteristics such as: number of vehicles serviced per week, dollar volume, number of employees, posted customer pay labor rates, etc.
- Why installers are loyal to brands
- Which magazines installers read regularly, by type of shop, for accurate media targeting



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