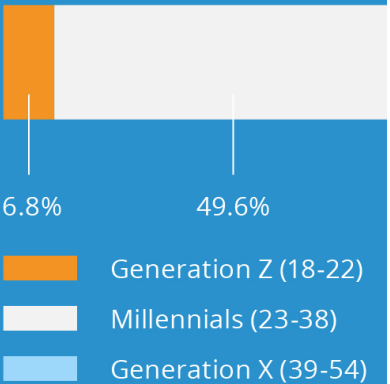




INSIGHTS INTO THE HISPANIC DIY AUTO MAINTENANCE & REPAIR CONSUMER

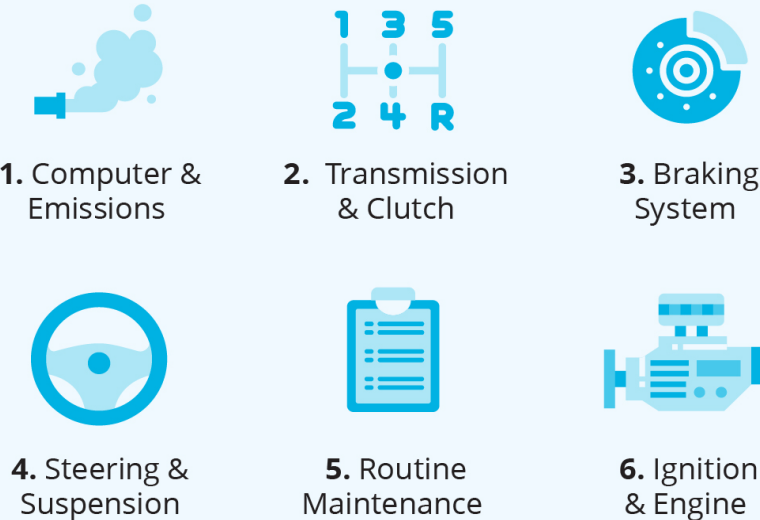
28.1% of the Hispanic population perform their own vehicle maintenance and repairs (DIY), compared to 23.3% of the total market. Purchases amongst the Millennial generation is also much higher relative to non-Hispanic Millennials. Hispanic DIY consumers are younger on average (average age: 38), with 56.4% being Generation Z or Millennials, compared to 37.7% for non-Hispanic DIY consumers (average age: 47).

What generation are Hispanic DIY consumers most likely to belong to?



Hispanic consumers are the most likely population to perform DIY repairs

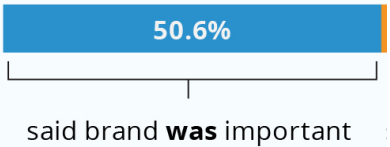
Which repairs are Hispanic DIYers more likely to perform compared to non-Hispanic DIYers?
(Ranked by % more likely than non-Hispanic DIYers)



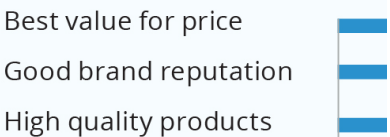
Purchasing habits of Hispanic DIY consumers

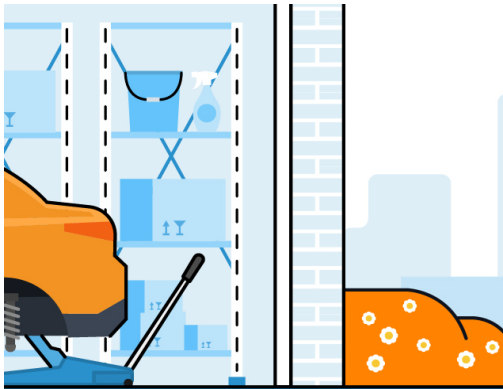
Hispanic DIY consumers are more likely to be repeat purchasers (44.8%), purchase products online (50.6%), and conduct research prior to purchase (50.6%). Hispanic DIY consumers are more likely to purchase products from brands (50.6%) than non-Hispanic DIY consumers (37.7%).

How much does brand matter to Hispanic DIY consumers?

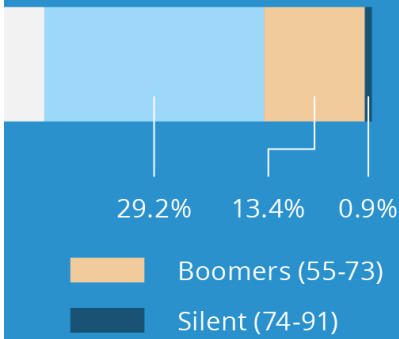


Top 5 purchasing factors for those who purchase from brands





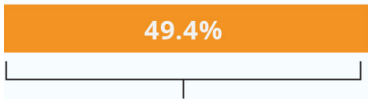
Hispanic DIYers



Hispanic DIY consumers

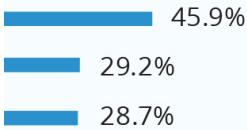
are more likely to be first-time buyers, buy parts online (37.4%), and have a part (86.5%). Hispanic consumers are more likely to say brand is important than non-Hispanic consumers (43.2%).

to Hispanic DIYers?



said brand **wasn't** important

who said brand **was important**





7. Temperature Control



8. Exhaust System



9. Chemicals



10. Collision, Paint & Body Parts



11. Electrical



12. Glass, Mirrors & Lamps

Familiarity with brand

Discount/sale/rebate

0%

Top 5 purchasing factors for those

Best value for price

Discount/sale/rebate

Lowest price available

Good brand reputation

Immediately available
(in stock)

0%

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