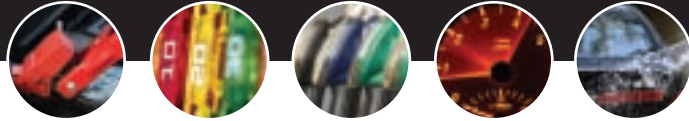


ABOUT THE NPD GROUP, INC.

The NPD Group is the leading provider of reliable and comprehensive consumer and retail information for a wide range of industries. Today, more than 1,600 manufacturers, retailers, and service companies rely on NPD to help them drive critical business decisions at the global, national, and local market levels. NPD helps our clients to identify new business opportunities and guide product development, marketing, sales, merchandising, and other functions. Information is available for the following industry sectors: automotive, beauty, consumer technology, entertainment, fashion, food and beverage, foodservice, home, software, sports, technology distribution channel, toys, and wireless. For more information, visit www.npd.com.

Retail Advantage Reports



Critical automotive product sales information to support assortment, pricing, and other merchandising decisions

Retail Advantage Reports are detailed, stand-alone reports for retailers and manufacturers, which offer vital insight into automotive product category management. Based on point-of-sale data collected from NPD's retail partners, these reports provide clients the critical information they need to help drive assortment, pricing, and other merchandising decisions for branded and private-label products.

These account-level reports make it easy for retailers to share their sales information with vendors. By allowing vendors to analyze business performance at specific retailers down to the item level, both sides can work together to improve overall sales performance.

Note: These reports are made available only with the express permission of the retailer.

Business Benefits

- Use reliable data to support category management functions and make more informed product assortment decisions
- Conduct competitive analysis of retail sales relative to market trends
- Get complete, current views of item sales at specific retail stores
- Conduct fact-based analyses of the sales impact of particular item additions and deletions

Key Measures

- Opportunity gaps
- Un-weighted and weighted distribution measures (percentage of stores selling and percentage of tracked category volume)
- Sales velocity and sales by category, subcategory, segment, and item
- Pricing

Methodology

Retail Advantage Reports are based on weekly store-based reporting by NPD's point-of-sale (POS) panel for the 48 contiguous United States. POS data comes to NPD directly from 10 auto specialty retailers and wholesale distributors – accounting for more than 17,000 stores. These monthly standalone reports compare sales data from specific retailers to the total channel at the category, subcategory, segment, and item levels.

Industry Expertise

The NPD Group is recognized as the premium provider of market information in the automotive aftermarket, petroleum marketing, and convenience retailing industries. Our diverse portfolio of services includes consumer research and retail point-of-sale tracking to help manufacturers and retailers make better, more informed decisions. With more than 40 years of experience in these industries, NPD is uniquely qualified to help marketers apply information to address key business issues. NPD automotive products and services are available in the U.S. and Canada.

Learn More

For more information, contact Charlie Camaroto at 866-444-1411 or e-mail contactnpd@npd.com.

The NPD Group

HEADQUARTERS

900 West Shore Road
Port Washington, NY 11050
USA
866-444-1411
www.npd.com

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Austin
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Behind Every Business Decision