

Boost Your Market Intelligence with These Three First-of-Their-Kind Publications

AAIA and Lang Marketing

have combined their resources to produce three in-depth market research reports. These three highly sought-after publications consist of some of the most comprehensive market intelligence available today. In addition to providing unique insights into the aftermarket, you will find these reports essential for your long-term business planning and strategic thinking. These powerful publications cover a wide range of topics including aftermarket size, distribution and product growth opportunities in the DIFM and DIY market sectors.

2007/2008 Expanded Factbook

The only publication of its kind, this report includes the entire *Aftermarket Factbook* plus the entire 200-page *Lang Aftermarket Annual 2007/2008*, provided by Lang Marketing Resources. It enables aftermarket professionals to view the aftermarket by sales outlet, sales channel and product category providing a unique statistical perspective for critical thinkers.

2007/2008 Product Profiles

This 287-page report, with research conducted by Lang Marketing Resources, is the only source of in-depth information about critical market changes for 80 products focusing on 2007 and 2008 annual volume, service market and do it yourself market share, domestic and foreign vehicle use and distribution channel sales. It contains never-before-available



analysis spanning the entire car and light truck aftermarket, and is a must-have for cutting-edge aftermarket company planners. *Product Profiles 2007/2008* information for each of 80 key products analyzed from these major perspectives:

- Light vehicle volume and market share.
- Domestic and foreign vehicle volume and share.
- Service market volume and share.
- Volume and share within each of five major distribution channels.
- DIY market volume and share.

Additionally, market growth for each of the 80 products is analyzed in terms of:

- Product dollar volume.
- Volume ranking among 80 products.
- Share of total aftermarket product volume.
- Annual product dollar growth.
- Annual product percent growth.

In addition to the content published in the traditional *Aftermarket Factbook*, the *Aftermarket Factbook Expanded Version* includes information on:

- Sales volume analysis of 80 key products.
- Analysis of growth by major aftermarket segment: service, DIY, domestic vehicle, foreign vehicle, distribution channels and vehicle type.
- DIY product volume by major type of retail outlet.
- Distribution analysis by five major channels.
- Changes in vehicle mix.
- More than 14 forecasts of 2008 key aftermarket trends, including:
- Passenger car and light truck product share.
- Number of jobbers and auto parts stores.
- Number of jobbers in the U.S. and by geographic area.
- Bay population by major service outlet groups.
- Service market product volume by major type of service outlet.

Aftermarket FastForward 2012

In response to the accelerating pace of aftermarket change and evolution, AAIA, in partnership with Lang Marketing, announces the release of the *Aftermarket FastForward 2012*. *FastForward 2012* presents an overall

analysis of distribution channel performance in the car and light truck aftermarket, focusing on the five major distribution channels: traditional, specialized, OE, integrated and import. Aftermarket size analysis is presented for 2006 through 2012. Aftermarket volume is differentiated between products, purchased service and major vehicle segments.

- This new publication encompasses the following major subject areas:
- Aftermarket size analysis.
- Service and do-it-yourself market analysis.
- Domestic and foreign vehicle aftermarket analysis.
- Passenger car and light truck aftermarket volume.
- Distribution channel volume/growth.
- Key traditional channel distributors
- Warehouses and jobbers.
- Retail auto parts stores.
- Volume and growth of 80 key product forecasts through 2012.
- Conclusions and forecasts to 2012.

For more information or to order any market research publications, visit www.aftermarket.org or call AAIA's market research department at 301-654-6664. ■



Discounts are available when 2007/2008 *Product Profiles* and *FastForward 2012* are purchased with the *Aftermarket Factbook*. Visit www.aftermarket.org or contact AAIA's market research department at 301-654-6664 for details.