

## EXECUTIVE SUMMARY

### Brand Name Importance in Equipment Purchases

- Brand name has remained the most important purchasing factor to repair shop employees from 2004 to 2009, with approximately four out of five respondents indicating that they prefer to buy or only buy brand name equipment. **[Page 7]**
- Employment role accounted for only minor differences in brand name importance, with the majority of respondents preferring to buy brand name equipment. The highest percentage of respondents who preferred buying brand name equipment in 2009 were service managers (80.9 percent). **[Page 8]**

### “Made in USA” Importance in Equipment Purchases

- In 2009, over three-quarters of respondents (76.8 percent) preferred purchasing equipment that was “Made in USA.” **[Page 9]**
- In 2009, service managers had the highest percentage of respondents (80.9 percent) who preferred to buy equipment that is “Made in USA.” Owners and technicians also had high percentages of respondents who preferred to buy “Made in USA” equipment, at 78.6 percent and 71.3 percent, respectively. **[Page 10]**

### Use of Suppliers for Equipment Purchases

- The mobile tool distributor was the supplier used most often for equipment purchases in 2009. The auto parts jobber store was the next most frequently used supplier. **[Page 13]**
- The likelihood of future use of suppliers for equipment purchases remained fairly consistent since 2004. The mobile tool distributor was cited as the supplier most likely to be used for future equipment purchases in 2009, receiving an average score of 3.85 out of 5.00. **[Page 15]**

### Factors Influencing Equipment Purchases

- In 2004, 2006 and 2009 the two most important factors in past equipment purchasing decisions were quality and service. **[Page 17]**
- Employment role accounted for only slight differences in the rating of factors in past equipment purchasing decisions. In 2009, quality was rated the most important factor, with a score of 4.77 out of 5.00 by owners, 4.75 by service managers and 4.74 by technicians. **[Page 19]**

- Quality and service have remained the top two factors for future equipment purchasing decisions since 2004. **[Page 20]**
- Employment role accounted for only slight differences in the rating of factors in future equipment purchasing decisions. In 2009, quality was rated the most important factor for all job types, with a score of 4.73 out of 5.00 by owners, 4.83 by service managers and 4.71 by technicians. **[Page 22]**

### **Past Personal and Repair Shop Equipment Purchases**

- The most popular piece of equipment purchased in 2009 was electronic diagnostic equipment, personally purchased by 35.2 percent of respondents. **[Page 23]**
- Repair shop purchases in 2009 experienced consistent trends similar to that to 2006 across all equipment categories. The highest percentage of respondents, 72.5 percent in 2009 indicated that their repair shops purchased electronic diagnostic equipment in the past year. **[Page 25]**

### **Future Personal and Repair Shop Equipment Purchases**

- Expectations for future personal equipment purchases experienced an overall increase from 2006 for various types of shop equipment. Nearly a quarter of respondents (23.3 percent) indicated that they plan to personally purchase electronic diagnostic equipment in the next 12 months. **[Page 27]**
- In 2009, nearly half of the respondents (47.9 percent) indicated that their repair shops plan to purchase electronic diagnostic equipment in the next year. **[Page 29]**

### **Past Spending for Equipment Purchases**

- In 2009, over one-fifth of respondents (22.1 percent) indicated that they did not personally spend any money on shop equipment in the past 12 months. **[Page 32]**
- The majority of respondents spent between \$1 and \$2,499 (18.7 percent), while 17.3 percent spent between \$2,500 and \$4,999. **[Page 33]**

### **Future Expected Spending for Equipment Purchases**

- In 2006, more than two-fifths of respondents (40.9 percent) indicated that they do not plan to spend any money on shop equipment in the next 12 months. **[Page 35]**
- Roughly one-eighth of respondents' repair shops (13.5 percent) do not plan to spend any money on shop equipment in the next 12 months **[Page 37]**

### Trends in Spending on Shop Equipment

- In 2006, only 17.6 percent of the respondents anticipated an increase in future spending. However, in 2009, the survey indicates a whopping 38.5 percent of respondents expected an increase in future spending. **[Page 39]**
- This survey indicates that the group expecting an increase in future spending grew from 30.4 percent in 2006 to 34.6 percent in 2009. **[Page 40]**