



# Antifreeze

## Purchasing source

Jobber	55%
Warehouse distributor	46%
Auto parts retailer	45%
Dealership	21%
Direct from manufacturer	15%

## Preferred purchasing channel

Warehouse distributor	32%
Jobber	31%
Auto parts retailer	17%
Direct from manufacturer	7%

## Primary reason for preferred purchasing channel

Price	46%
Fast delivery	16%
Availability	15%
Good relationship	14%

**15%** always take their tech's recommendation for buying a specific brand of antifreeze

## Number of antifreeze units that are returned

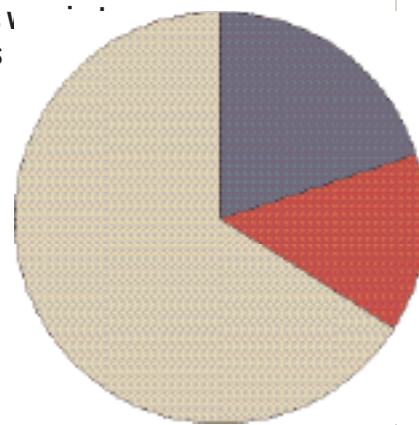
None	95%	5-9 percent	0%
1-2 percent	0%	10 percent or more	0%
3-4 percent	0%	I don't know	0%

## Reasons for returns

Wrong item purchased	40%
Product damaged in transit	20%
Defective merchandise	20%
Part is for wrong make/model/year	20%
Technician didn't need part	20%
Part didn't fix the problem	0%

## National brands v label purchases

20% National  
14% Private  
66% Both

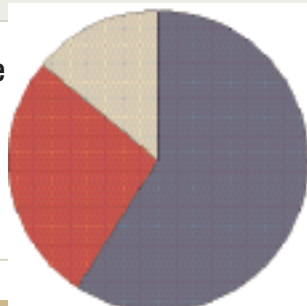


## Reason for buying a particular antifreeze

Price	70%
Availability	51%
Quality	47%
Compatibility	41%
Brand	37%
Performance	26%

## Quality of antifreeze installed

59% Premium  
27% Mid-Level  
14% Economy



**44%** purchase antifreeze from a car dealership.

## Reasons:

- 1. Want OEM form/fit/function 53%
- 2. Only place it is available 42%
- 3. Warranty/product replacement 35%

On average, techs purchase **66%** of their antifreeze from their primary supplier

## The number of suppliers used

One	16%
Two	43%
Three	23%
Four	12%
Five or more	6%

## Frequency of supplier contact

Once a week	5%	Every two weeks	7%
Once a month	19%	Every three months	11%
Every six months	8%	Yearly	8%
No contact necessary	42%		

## Brand vs. supplier loyalty

If a primary supplier of antifreeze replaced a brand with another of like quality, a tech would:

Change suppliers to continue purchasing original brand	13%
Keep primary supplier and purchase new brand	68%
Keep primary supplier and purchase different brand	19%

## Margins

Margins: 22% of technicians know what they're paying for parts. If they didn't know, we asked what they thought they paid.

What techs know they pay	What techs think they pay		
1-5%*	23%	1-5%*	24%
6-10%*	45%	6-10%*	21%
11-15%*	18%	11-15%*	27%
16-25%*	9%	16-25%*	25%
More than 25%*	5%	More than 25%*	3%

\*Percent over jobber

## Training availability

Mornings	9%
Afternoons	8%
Evenings	61%
Weekends	16%

Total of some charts exceeds 100 percent as a result of respondents providing multiple answers.