



Batteries

Purchasing source

Warehouse distributor	40%
Jobber	34%
Direct from manufacturer	26%
Auto parts retailer	26%
Dealership	9%

Preferred purchasing channel

Warehouse distributor	34%
Jobber	24%
Direct from manufacturer	18%
Auto parts retailer	15%

Primary reason for preferred purchasing channel

Availability	30%
Fast delivery	17%
Good relationship	16%
Specific product brands	15%

19% always take their tech's recommendation for buying a specific brand of battery

Number of batteries that are returned

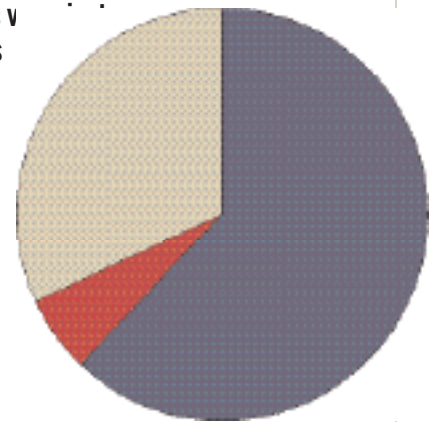
None	56%	5-9 percent	2%
1-2 percent	31%	10 percent or more	1%
3-4 percent	4%	I don't know	6%

Reasons for returns

Defective merchandise	81%
Part is for wrong make/model/year	22%
Wrong item purchased	12%
Technician didn't need part	12%
Product damaged in transit	2%
Part didn't fix the problem	0%

National brands v label purchases

62% National
6% Private
32% Both



Reason for buying a particular battery

Brand	71%
Warranty	66%
Availability	56%
Quality	49%
Reliability	48%
Price	46%

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%*	43%	1-5%*	12%
6-10%*	33%	6-10%*	31%
11-15%*	19%	11-15%*	17%
16-25%*	5%	16-25%*	33%
More than 25%*	0%	More than 25%*	7%

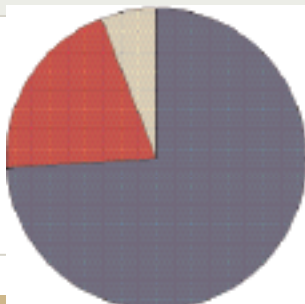
*Percent over jobber

Training availability

Mornings	7%
Afternoons	9%
Evenings	59%
Weekends	16%

Quality of batteries installed

74% Premium
20% Mid-Level
6% Economy



28% purchase batteries from a car dealership.

Reasons:

1. Only place it is available 48%
2. Want OEM form/fit/function 41%
3. Customer request 26%

On average, techs purchase **78%** of their batteries from their primary supplier

The number of suppliers used

One	34%
Two	47%
Three	14%
Four	3%
Five or more	2%

Frequency of supplier contact

Once a week	23%	Every two weeks	26%
Once a month	17%	Every three months	5%
Every six months	4%	Yearly	4%
No contact necessary	21%		

Brand vs. supplier loyalty

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

Change suppliers to continue purchasing original brand	43%
Keep primary supplier and purchase new brand	43%
Keep primary supplier and purchase different brand	14%

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