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Brake pads

28% always take their tech's recommendation for buying a specific brand of **brake pads**

Purchasing source

Auto parts retailer	51%
Jobber	43%
Warehouse distributor	39%
Dealership	37%
Direct from manufacturer	9%

Preferred purchasing channel

Auto parts retailer	27%
Jobber	25%
Warehouse distributor	25%
Dealership	15%

Primary reason for preferred purchasing channel

Availability	38%
Good relationship	17%
Specific brands	14%
Fast delivery	13%

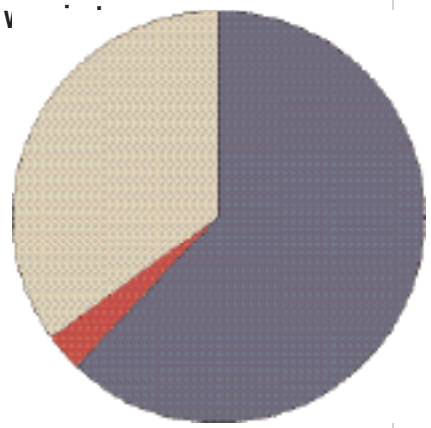
Number of brake pads that are returned

None	46%	5-9 percent	3%
1-2 percent	41%	10 percent or more	3%
3-4 percent	4%	I don't know	3%

Reasons for returns

Part is for wrong make/model/year	51%
Defective merchandise	37%
Wrong item purchased	37%
Technician didn't need part	16%
Product damaged in transit	2%
Part didn't fix the problem	0%

National brands v label purchases

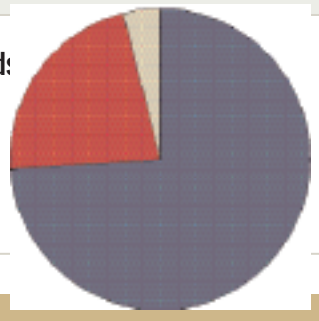


62% National
3% Private
35% Both

Reason for buying particular brake pads

Brand	56%
Quality	55%
Reliability	53%
Availability	51%
Warranty	41%
Performance	39%

Quality of brake pads installed



74% Premium
22% Mid-Level
4% Economy

76% purchase brake pads from a car dealership.

Reasons:

1. Only place it is available	49%
2. Want OEM form/fit/function	40%
3. Customer request	22%

Margins

Margins: 29% 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%*	36%	1-5%*	20%
6-10%*	18%	6-10%*	30%
11-15%*	32%	11-15%*	28%
16-25%*	11%	16-25%*	15%
More than 25%*	3%	More than 25%*	7%

*Percent over jobber

On average, techs purchase 73% of their **brake pads** from their primary supplier

The number of suppliers used

One	24%
Two	39%
Three	22%
Four	10%
Five or more	5%

Frequency of supplier contact

Once a week	21%	Every two weeks	5%
Once a month	14%	Every three months	4%
Every six months	0%	Yearly	4%
No contact necessary	52%		

Brand vs. supplier loyalty

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

Change suppliers to continue purchasing original brand	33%
Keep primary supplier and purchase new brand	49%
Keep primary supplier and purchase different brand	18%

Training availability

Mornings	10%
Afternoons	11%
Evenings	73%
Weekends	16%

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