



# Engine additives

## Purchasing source

Jobber	47%
Auto parts retailer	41%
Warehouse distributor	31%
Direct from manufacturer	18%
Two-step distributor	13%

## Preferred purchasing channel

Auto parts retailer	27%
Jobber	27%
Warehouse distributor	18%
Direct from manufacturer	18%

## Primary reason for preferred purchasing channel

Fast delivery	20%
Availability	19%
Good relationship	19%
Specific brands	13%

**11%** always take their tech's recommendation for buying a specific brand of engine additive

## Number of engine additive units that are returned

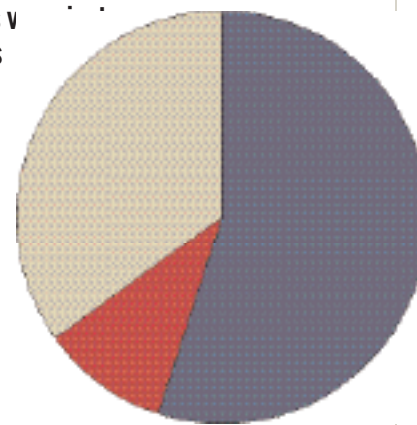
None	96%	5-9 percent	0%
1-2 percent	3%	10 percent or more	1%
3-4 percent	0%	I don't know	0%

## Reasons for returns

Defective merchandise	33%
Part is for wrong make/model/year	33%
Technician didn't need part	33%
Part didn't fix the problem	33%
Wrong item purchased	0%
Product damaged in transit	0%

## National brands v label purchases

55% National  
10% Private  
35% Both

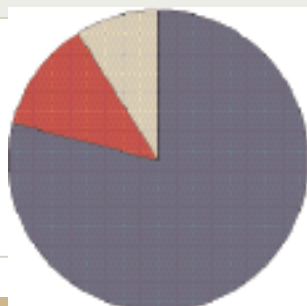


## Reason for buying a particular engine additive

Brand	72%
Quality	47%
Reliability	45%
Performance	42%
Availability	35%
Price	20%

## Quality of engine additives used

79% Premium  
12% Mid-Level  
9% Economy



**31%** purchase engine additives from a car dealership.

## Reasons:

1. OEM brand name 50%
2. Want OEM form/fit/function 32%
3. Only place it is available 27%

## Margins

Margins: 21% 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%*	40%	1-5%*	13%
6-10%*	40%	6-10%*	22%
11-15%*	13%	11-15%*	23%
16-25%*	7%	16-25%*	24%
More than 25%*	0%	More than 25%*	18%

\*Percent over jobber

## Training availability

Mornings	10%
Afternoons	8%
Evenings	58%
Weekends	13%

On average, techs purchase **56%** of their engine additives from their primary supplier

## The number of suppliers used

One	31%
Two	33%
Three	16%
Four	5%
Five or more	1%

## Frequency of supplier contact

Once a week	17%	Every two weeks	13%
Once a month	17%	Every three months	7%
Every six months	4%	Yearly	3%
No contact necessary	39%		

## Brand vs. supplier loyalty

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

Change suppliers to continue purchasing original brand	49%
Keep primary supplier and purchase new brand	35%
Keep primary supplier and purchase different brand	16%

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