



# Gaskets

## Purchasing source

Warehouse distributor	47%
Dealership	45%
Jobber	41%
Auto parts retailer	35%
Direct from manufacturer	10%

## Preferred purchasing channel

Jobber	31%
Warehouse distributor	27%
Auto parts retailer	24%
Dealership	8%

## Primary reason for preferred purchasing channel

Availability	48%
Fast delivery	21%
Good relationship	11%
Price	9%

**21%** always take their tech's recommendation for buying a specific brand of gasket

## Number of gaskets that are returned

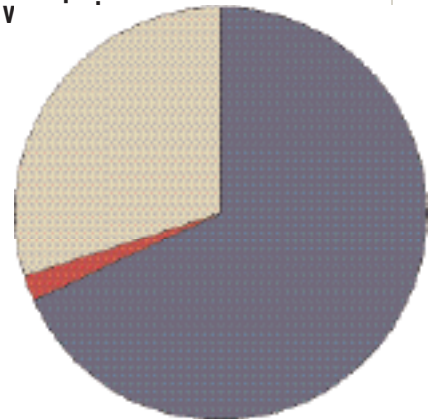
None	77%	5-9 percent	2%
1-2 percent	15%	10 percent or more	0%
3-4 percent	4%	I don't know	2%

## Reasons for returns

Wrong item purchased	53%
Part is for wrong make/model/year	47%
Technician didn't need part	26%
Defective merchandise	32%
Product damaged in transit	0%
Part didn't fix the problem	0%

## National brands v label purchases

68% National  
2% Private  
30% Both



## Reason for buying a particular gasket

Brand	66%
Availability	62%
Quality	55%
Reliability	44%
Price	33%
Performance	28%

## Margins

Margins: 17% 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%*	31%	1-5%*	17%
6-10%*	46%	6-10%*	26%
11-15%*	8%	11-15%*	29%
16-25%*	8%	16-25%*	25%
More than 25%*	7%	More than 25%*	3%

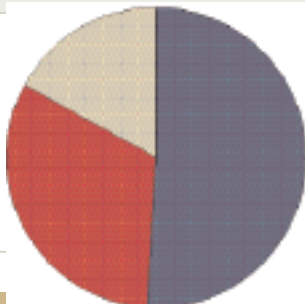
\*Percent over jobber

## Training availability

Mornings	5%
Afternoons	5%
Evenings	48%
Weekends	26%

## Quality of gaskets installed

51% Premium  
32% Mid-Level  
17% Economy



**81%** purchase gaskets from a car dealership.

## Reasons:

1. Only place it is available 73%
2. Want OEM form/fit/function 49%
3. OEM brand name 19%

On average, techs purchase **76%** of their gaskets from their primary supplier

## The number of suppliers used

One	28%
Two	29%
Three	23%
Four	9%
Five or more	11%

## Frequency of supplier contact

Once a week	8%	Every two weeks	4%
Once a month	4%	Every three months	2%
Every six months	1%	Yearly	7%
No contact necessary	74%		

## Brand vs. supplier loyalty

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

Change suppliers to continue purchasing original brand	37%
Keep primary supplier and purchase new brand	43%
Keep primary supplier and purchase different brand	20%

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