

TechGroup

2012 Motor Oil Market Report

Prepared by



**BRAKE &
FRONTEND**

IMPORTCar

**Underhood
Service**

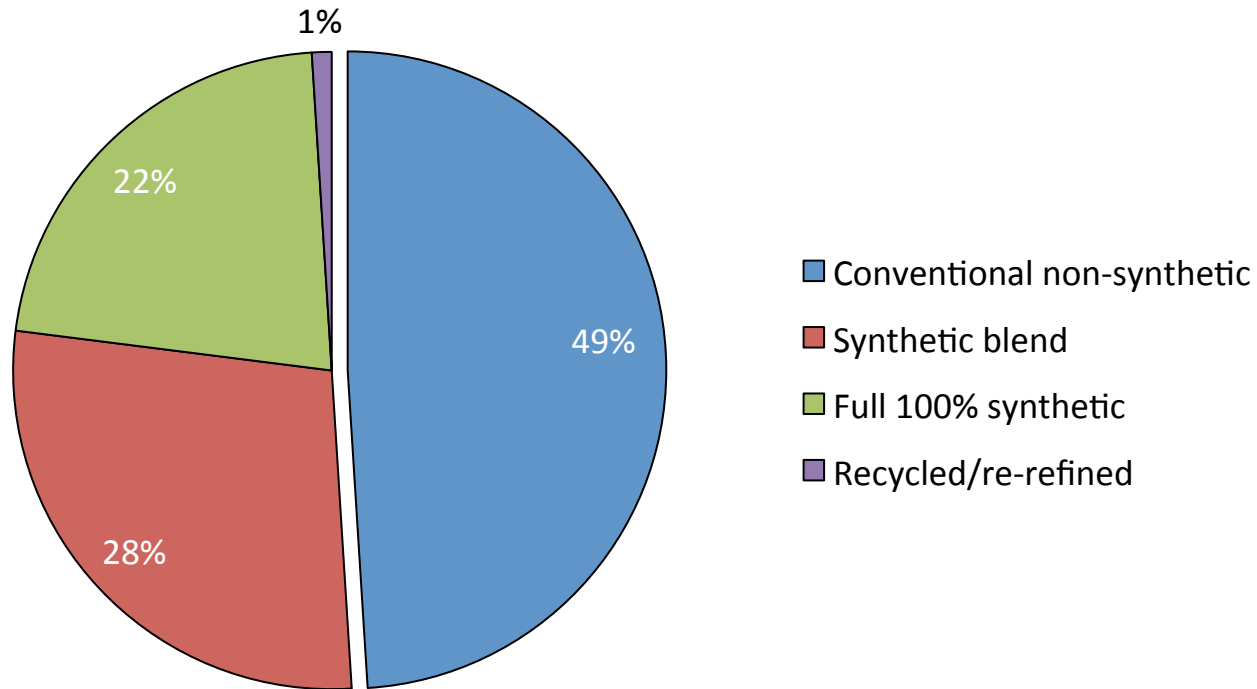
METHODOLOGY

This Motor Oil Analysis is prepared from a report based on the 2012 survey of subscribers receiving one of 3 Babcox Media Titles:

ImportCar, Underhood Service or Brake & Front End: There are approximately 300 total respondents spread evenly across the 3 titles, known collectively as the TechGroup

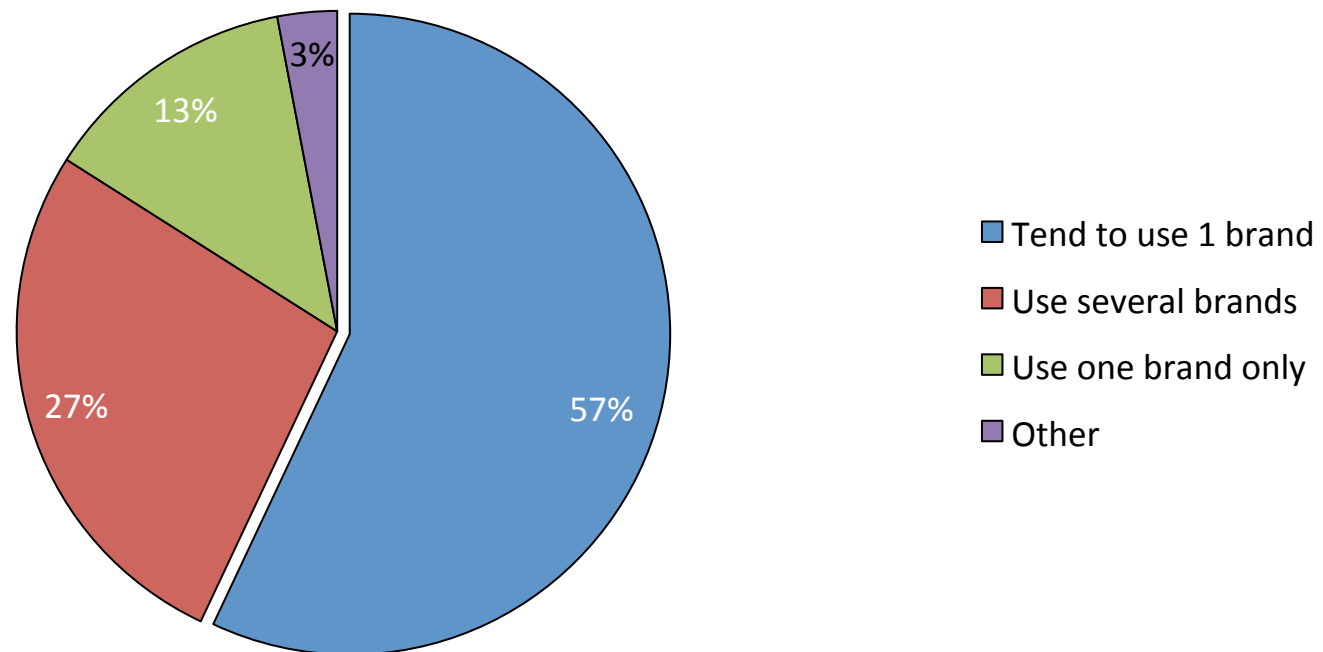
Q. Please indicate how the motor oil you install breaks out

Types of Motor Oil Installed (typical)



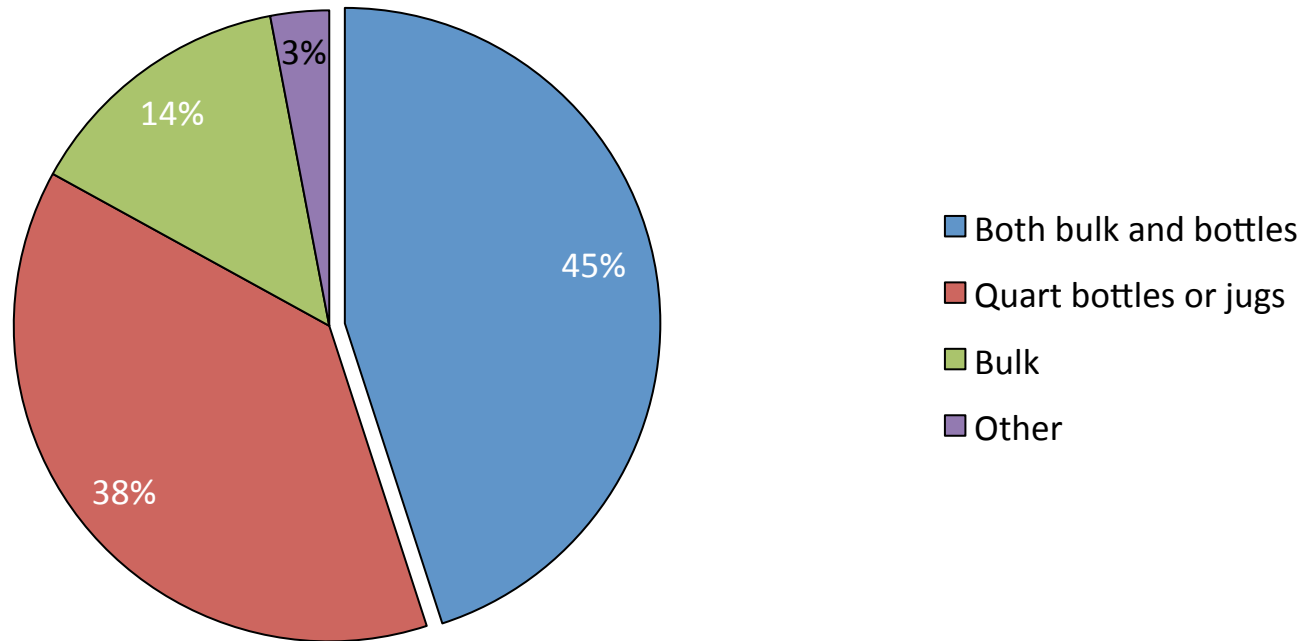
Q. What phrase best describes your selection of brands of oil?

Selection by Brand



Q. What phrase best describes how you buy motor oil?

How Motor Oil is Bought



Q. Who do you usually source for oil?

Usual Source for Oil

