

2019 PARTS

Professional Automotive Repair Technician Survey



Parts Perspectives

For the first time, our survey includes responses from counter pros and DIYers.

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Where, How & Why They Buy

Now in its 19th year, the *Counterman* Professional Automotive Repair Technician Survey (PARTS) asked 437 shop owners and technicians about their sourcing preferences and thought processes for purchasing automotive parts. For the first time, the survey also went out to counter pros, jobbers and warehouse distributors as well as DIYers.

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2019 PARTS

Professional Automotive Repair Technician Survey



Counterman

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Sales Key

Counterman

WHERE, HOW & WHY THEY BUY

PRIMARY SOURCE

Repair shops source parts from many entities — jobbers, retailers, WDs, etc. This data details exactly where shops source a given part.

SOURCING CRITERIA

This data reveals why repair shops choose a primary source as their first call.

BUYING CRITERIA

This data shows why repair shops choose a certain parts brand over another.

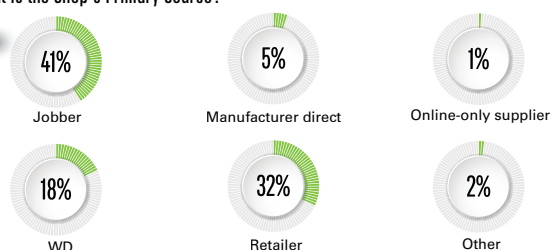
WHY PARTS PROS RECOMMEND A BRAND

Counterman readers share why they recommend a certain brand in this parts category.

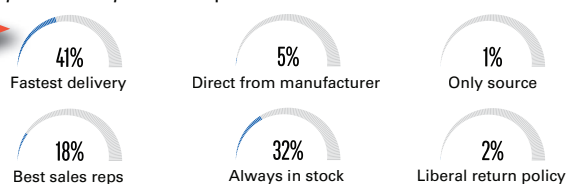
4 PARTS 2019

Cabin Air Filters

What is the Shop's Primary Source?



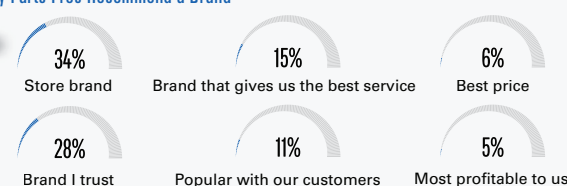
Why is that Primary Source a Shop's First Call?



Why Shops Choose a Brand



Why Parts Pros Recommend a Brand



Counterman

5

Median number of jobs

34%

Shops that stock this part

Number of Brands Carried
in Parts Stores

4%

None

34%

One

50%

Two

12%

Three or more

NUMBER OF JOBS

This data indicates the median number of jobs performed by repair shops on a monthly basis for this parts category.

STOCKING TRENDS

This number shows the percentage of repair shops that stock this part on site.

NUMBER OF BRANDS

Based on responses from *Counterman* readers, this column shows the number of brands that retailers, jobbers and warehouse distributors carry for this parts category.

Counterman PARTS

We've Expanded Our Annual PARTS Report

For nearly two decades, the Professional Automotive Repair Technician Survey (PARTS) has been the aftermarket's most comprehensive survey for the purchasing behavior of shop owners and technicians. This year, we've taken the survey to a new level.

For the first time, *Counterman* has expanded the survey to include responses from counter professionals and DIY customers, providing a complete picture of how and why aftermarket parts move on and off the shelf. The expanded survey delivers powerful insights into the factors determining brand loyalty, on a part-by-part basis. The goal is to empower counter professionals, distributors and manufacturers with an analytical view of how installers and DIYers make their purchasing decisions, and why parts specialists recommend certain brands.

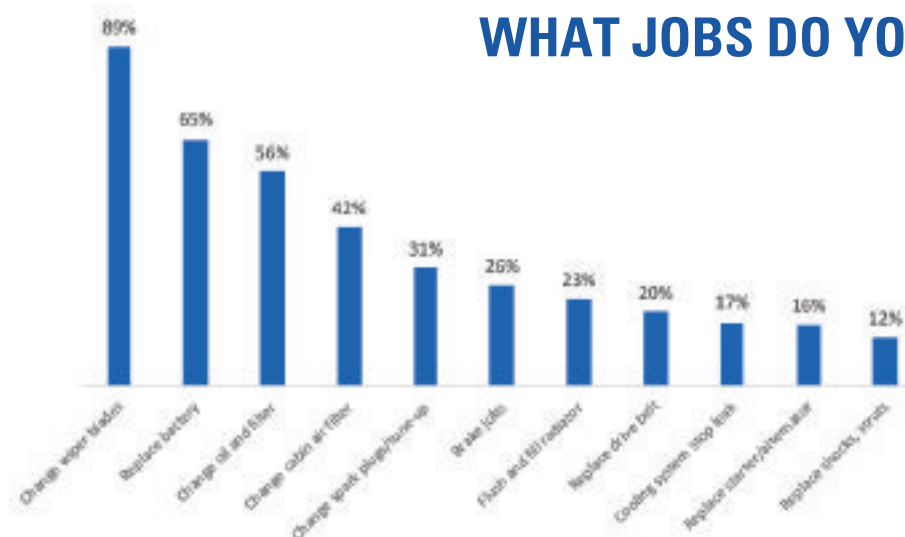
The DIY portion of the survey is based on responses from a panel of 400 consumers, all residing in the United States. Nearly half of the respondents were over 55 years of age. In July, our survey provider, Qualtrics, asked the consumers, "Do you do some of the maintenance for your own automobile?" If they responded "Yes," they were given a list of 11 basic maintenance jobs. To continue in the survey, they needed to indicate that they perform at least one maintenance job.

DIYers said 58% of their spending on auto parts is done at retail stores such as AutoZone, NAPA and O'Reilly, while 25% is done at mass retailers such as Walmart and Target. Another 13% of their spending is on Amazon and other online sources. Now that we've established a baseline, it will be interesting to see how the numbers change in future surveys. (We've highlighted these and other DIY results on page 3.)

A special thanks goes out to Bruce Kratofil, manager of market research for Babcox Media. This survey wouldn't be possible without his hard work and dedication.

PARTS: DIY Highlights

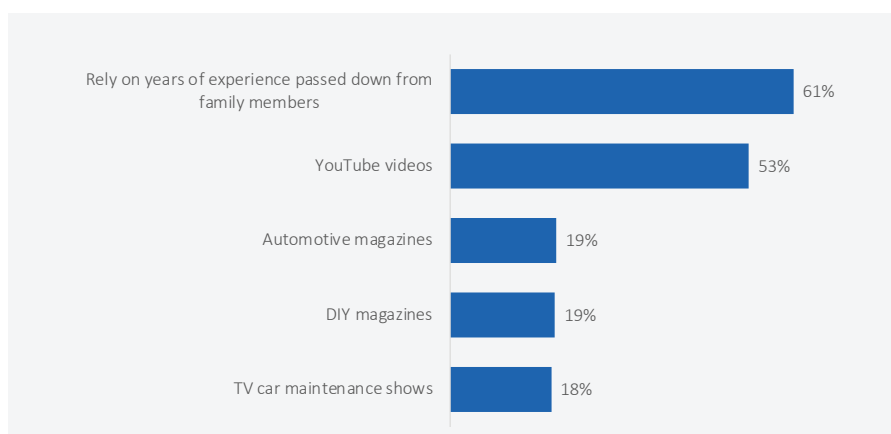
WHAT JOBS DO YOU DO?



Replacing wiper blades is the most common DIY job, followed by replacing the battery, changing the oil and changing the oil and cabin air filters.

WHERE DO YOU LEARN ABOUT AUTOMOTIVE MAINTENANCE?

Most DIYers say they learn about automotive maintenance from older generations, but many of them also are turning to YouTube for guidance.

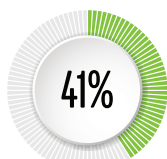


WHAT PERCENTAGE OF YOUR SPENDING ON AUTO PARTS IS DONE AT THE FOLLOWING SOURCES?

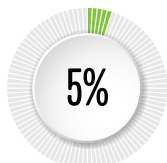


Cabin Air Filters

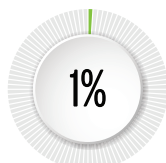
What is the Shop's Primary Source?



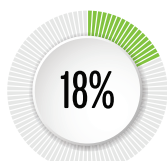
Jobber



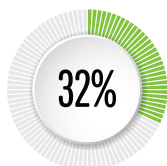
Manufacturer direct



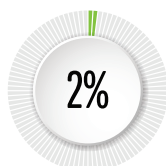
Online-only supplier



WD

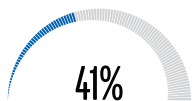


Retailer



Other

Why is that Primary Source a Shop's First Call?



Fastest delivery



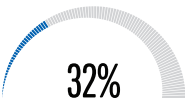
Direct from manufacturer



Only source



Best sales reps



Always in stock

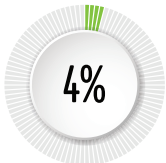


Liberal return policy

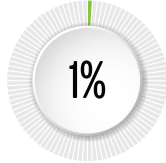
Why Shops Choose a Brand



Trusted brand



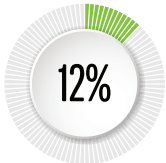
Manufacturer direct



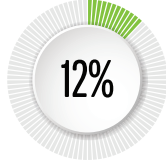
Only source



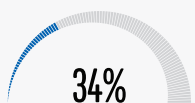
Available brand



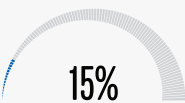
Best price

Trust source
to recommend

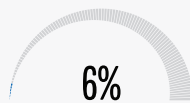
Why Parts Pros Recommend a Brand



Store brand



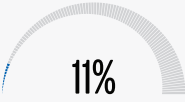
Brand that gives us the best service



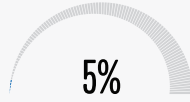
Best price



Brand I trust



Popular with our customers



Most profitable to us

5

Median number of jobs

34%

Shops that stock this part

Number of Brands Carried
in Parts Stores

4%

None

34%

One

50%

Two

12%

Three or more

A black and white photograph of a male mechanic in a light-colored short-sleeved shirt and trousers, standing in a garage. He is reaching up with his right arm towards a bright yellow horizontal beam of a car lift. In his left hand, he holds a cylindrical WIX air filter. The background shows the underside of a car being lifted and another car parked in the distance. The lighting is dramatic, with the yellow beam being the primary light source.

WHAT ARE YOU REACHING FOR NEXT? **WE'LL GET YOU THERE.**

Whatever problem you're trying to solve, WIX Filters will never steer you wrong. We offer the ultimate protection for your customers' cars, trucks and off-road equipment with no returns and no do-overs. With a product for every vehicle and every driver, however they drive — we'll keep you on the road to success.

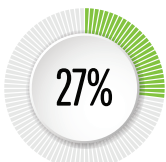
WIX
FILTERS®

wixfilters.com

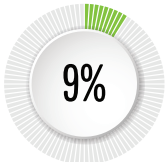


Clutch Kits

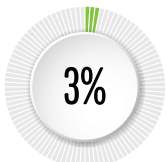
What is the Shop's Primary Source?



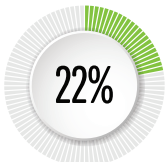
Jobber



Manufacturer direct



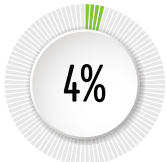
Online-only supplier



WD



Retailer



Other

Why is that Primary Source a Shop's First Call?



Fastest delivery



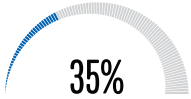
Direct from manufacturer



Only source



Best sales reps



Always in stock

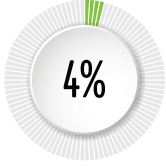


Liberal return policy

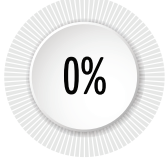
Why Shops Choose a Brand



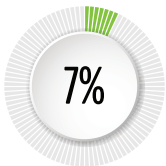
Trusted brand



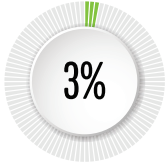
Manufacturer direct



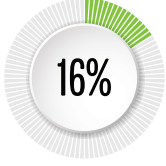
Only source



Available brand

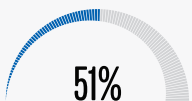


Best price

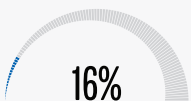


Trust source to recommend

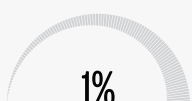
Why Parts Pros Recommend a Brand



Store brand



Brand that gives us the best service



Best price



Brand I trust



Popular with our customers



Most profitable to us

1

Median number of jobs

7%

Shops that stock this part

Number of Brands Carried
in Parts Stores

17%

None

69%

One

9%

Two

6%

Three or more



FORWARD TOGETHER.

Schaeffler. Your partner for generations to come.

As vehicles evolve, know that LuK, our transmission brand, is evolving too. We've moved beyond clutches and are committed to strengthening our partnership with the automotive industry. You've relied on our products for decades, and you can be sure that Schaeffler will continue to lead the way with innovations and solutions that will help your business thrive.

Now and in the future, count on Schaeffler.

Further information:

www.schaeffler.us • www.repxpert.us



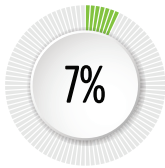
SCHAEFFLER

Cooling System Stop Leak

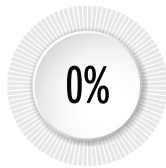
What is the Shop's Primary Source?



Jobber



Manufacturer direct



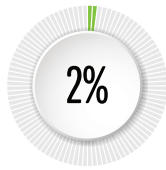
Online-only supplier



WD

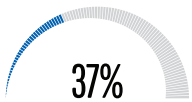


Retailer



Other

Why is that Primary Source a Shop's First Call?



Fastest delivery



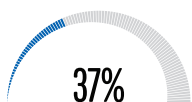
Direct from manufacturer



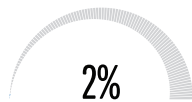
Only source



Best sales reps

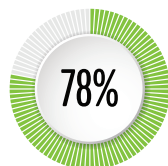


Always in stock

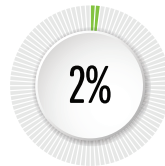


Liberal return policy

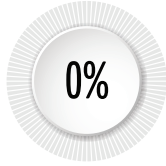
Why Shops Choose a Brand



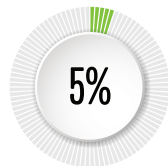
Trusted brand



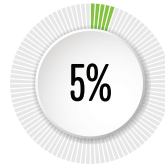
Manufacturer direct



Only source



Available brand



Best price



Trust source to recommend

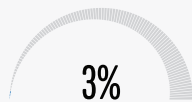
Why Parts Pros Recommend a Brand



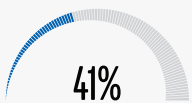
Store brand



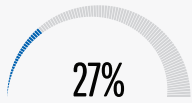
Brand that gives us the best service



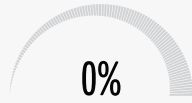
Best price



Brand I trust



Popular with our customers



Most profitable to us

1

Median number of jobs

32%

Shops that stock this part

Number of Brands Carried
in Parts Stores

13%

None

13%

One

8%

Two

66%

Three or more

K-Seal

**LEAKING COOLING SYSTEM?
CRACKED ENGINE BLOCK?
BLOWN HEAD GASKET?**

K-Seal® Coolant Leak Repair

The Choice of the Professional Technician

Part No: ST5501D



**COOLANT LEAK REPAIR
POUR & GO
MULTI PURPOSE ONE-STEP**

K-Seal

NO DRAINING/NO FLUSHING
PERMANENTLY Seals Adds/Checks
WORKS WITH ALL TYPES OF ANTIFREEZE
K-Seal safely repairs leaks, seals and water pump

HEAD GASKET REPAIR
BLOCK WEAR SEALER
RADIATOR STOP-LEAK
WATER PUMP SEALER

Multi Purpose One Step Coolant Leak Repair.
Permanently repair leaks in radiators, engine blocks, heater cores, heads, head gaskets, freeze plugs and water pump casings. The professional's choice.

Part No: ST3501D



**K-Seal
ULTIMATE
PERMANENT
HEAD
GASKET
REPAIR**

100%
MONEY BACK
GUARANTEE

33% More
Sealing Power

Dedicated Head Gasket and Block Repair.
For customers who want a guaranteed/dedicated head gasket repair with the most sealing power. With anti-rust protection. Contents freeze proof to -38°F.

Part No: ST5516D



K-Seal HD

HEAVY DUTY - MULTI PURPOSE - ONE STEP
PERMANENT COOLANT LEAK REPAIR

FOR TRUCKS, TRACTORS, INDUSTRIAL, RV AND LARGE CAPACITY ENGINES

HEADS INTO ALL TYPES OF ANTIFREEZE
NO DRAINING/NO FLUSHING
One bottle effectively seals the cooling system up to 25 quarts / 24 lbs.
K-Seal safely repairs leaks, seals and water pump

HEAD GASKET REPAIR
BLOCK WEAR SEALER
RADIATOR STOP-LEAK
WATER PUMP SEALER

Heavy Duty Engine Coolant Leak Repair.
Specifically designed for large engines with cooling systems greater than 25 quarts. Suitable for use with trucks, tractors, RVs, agricultural and construction vehicles. Same or next day delivery in most locations.

- NO DRAINING • NO FLUSHING
- K-Seal MIXES WITH ALL TYPES OF ANTIFREEZE
- WORKS ON ALUMINUM HEADS

JUST SHAKE, POUR & GO!

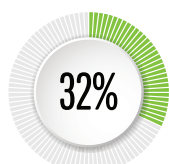
**ASTM D3147
PASSED**

Don't just seal it, K-Seal it!™

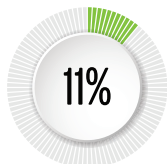
www.kseal.com

Engine Oil

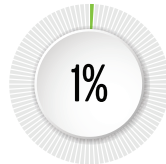
What is the Shop's Primary Source?



Jobber



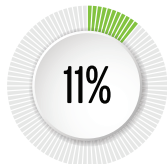
Manufacturer direct



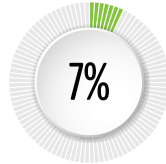
Online-only supplier



WD



Retailer



Other

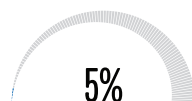
Why is that Primary Source a Shop's First Call?



Fastest delivery



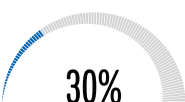
Direct from manufacturer



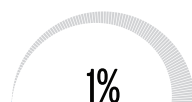
Only source



Best sales reps



Always in stock

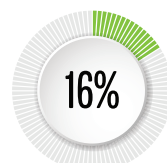


Liberal return policy

Why Shops Choose a Brand



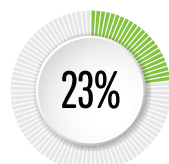
Trusted brand



Manufacturer direct



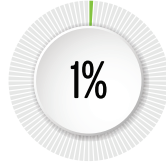
Only source



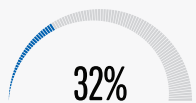
Available brand



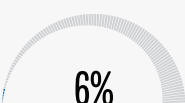
Best price

Trust source
to recommend

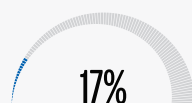
Why Parts Pros Recommend a Brand



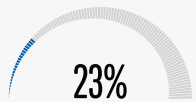
Store brand



Brand that gives us the best service



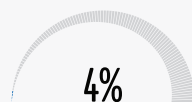
Best price



Brand I trust



Popular with our customers



Most profitable to us

30

Median number of jobs

91%

Shops that stock this part

Number of Brands Carried
in Parts Stores

4%

None

22%

One

33%

Two

41%

Three or more

PROBLEM.

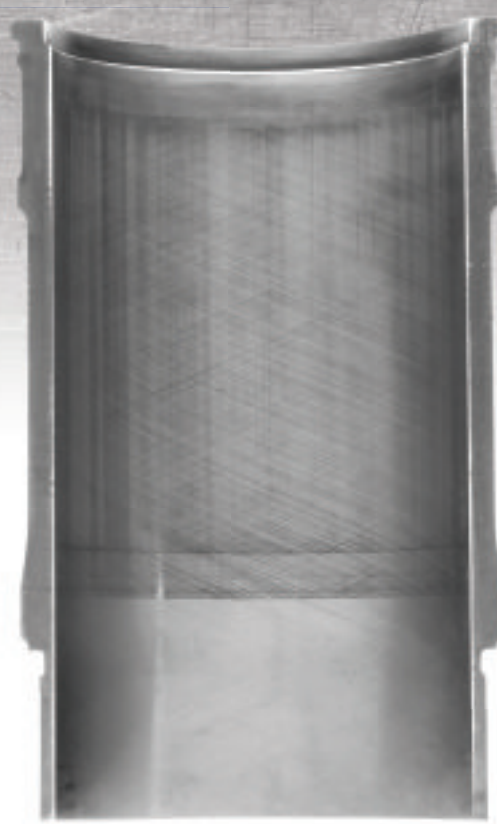
THEIR OIL



**Severely Scuffed Liner
After 44 Hours of Testing**

SOLUTION.

AMSOIL



**Non-Scuffed Liner
After 200 Hours of Testing**

Based on independent testing of AMSOIL Signature Series 5W-30 Synthetic Diesel Oil and a leading conventional 15W-40 diesel oil in the Detroit Diesel DD13 Scuffing Test for specification DFS 93K222.



Big diesel power can lead to major wear. AMSOIL delivers powerful protection for critical components so you can harness that diesel power with confidence. To demonstrate, an independent lab put AMSOIL synthetic diesel oil head-to-head against a leading competitor. AMSOIL provided long-lasting wear protection and kept cylinder liners looking like new. Get your diesel power the protection it deserves.



The First in Synthetics®

Buy it at:
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Fast, Free Shipping*

*Some exclusions apply.
See www.amsoil.com for details.



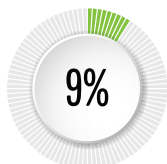
Call or go online
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Retail Catalog
1-866-238-4226

Fuel Pumps

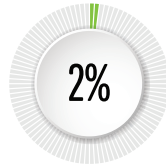
What is the Shop's Primary Source?



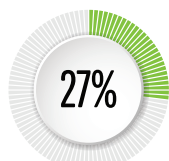
Jobber



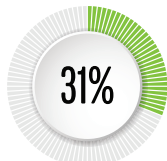
Manufacturer direct



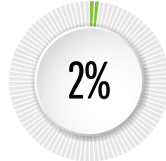
Online-only supplier



WD

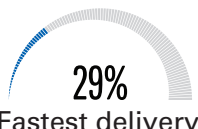


Retailer

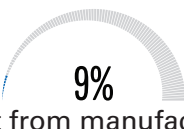


Other

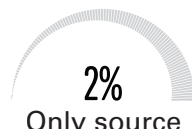
Why is that Primary Source a Shop's First Call?



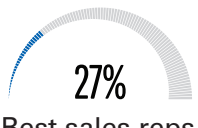
Fastest delivery



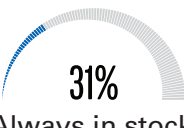
Direct from manufacturer



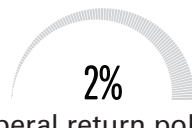
Only source



Best sales reps

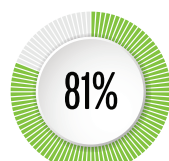


Always in stock

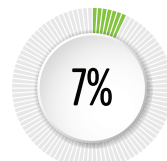


Liberal return policy

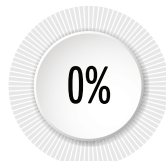
Why Shops Choose a Brand



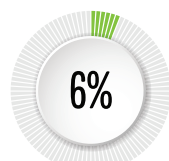
Trusted brand



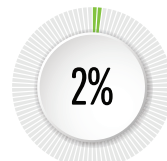
Manufacturer direct



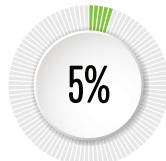
Only source



Available brand



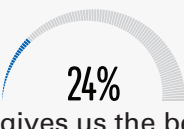
Best price

Trust source
to recommend

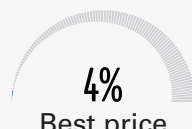
Why Parts Pros Recommend a Brand



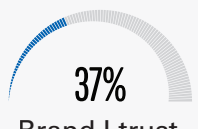
Store brand



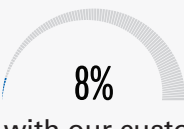
Brand that gives us the best service



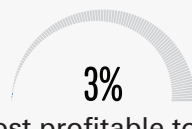
Best price



Brand I trust



Popular with our customers



Most profitable to us

2

Median number of jobs

8%

Shops that stock this part

Number of Brands Carried
in Parts Stores

6%

None

26%

One

36%

Two

31%

Three or more



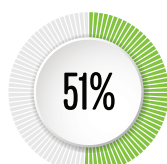
Delphi Technologies

Fuel systems to power your business

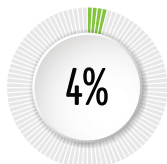
When it comes to building fuel modules, Delphi Technologies applies its OE heritage and technological leadership to deliver the highest level of performance and customer satisfaction. At Delphi Technologies we engineer each fuel module with the same stringent standards we apply to the parts we make for Chrysler, Ford, GM and other OEMs. We carry fuel pumps, modules and hanger/sender assemblies for more than 90% of vehicles in North America.

Gaskets

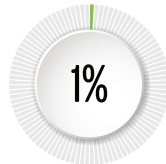
What is the Shop's Primary Source?



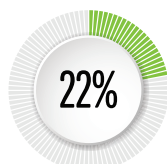
Jobber



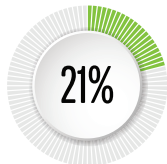
Manufacturer direct



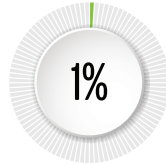
Online-only supplier



WD

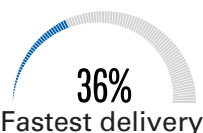


Retailer

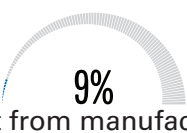


Other

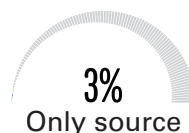
Why is that Primary Source a Shop's First Call?



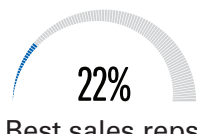
Fastest delivery



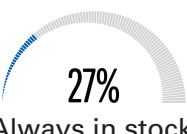
Direct from manufacturer



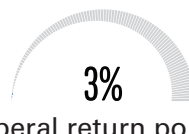
Only source



Best sales reps

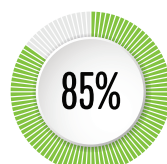


Always in stock

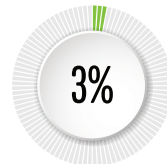


Liberal return policy

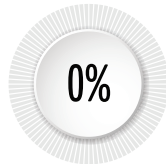
Why Shops Choose a Brand



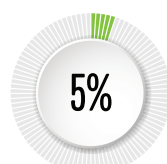
Trusted brand



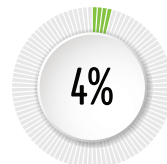
Manufacturer direct



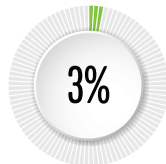
Only source



Available brand



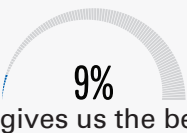
Best price

Trust source
to recommend

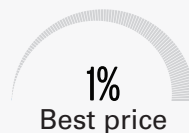
Why Parts Pros Recommend a Brand



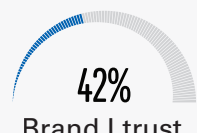
Store brand



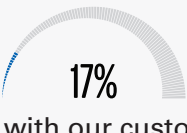
Brand that gives us the best service



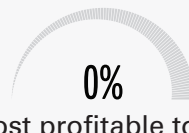
Best price



Brand I trust



Popular with our customers



Most profitable to us

5

Median number of jobs

18%

Shops that stock this part

Number of Brands Carried
in Parts Stores

7%

None

67%

One

20%

Two

6%

Three or more



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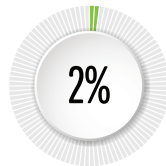
What is the Shop's Primary Source?



Jobber



Manufacturer direct



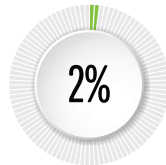
Online-only supplier



WD

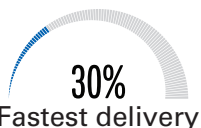


Retailer

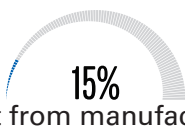


Other

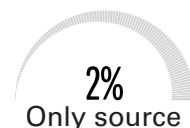
Why is that Primary Source a Shop's First Call?



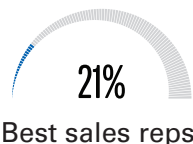
Fastest delivery



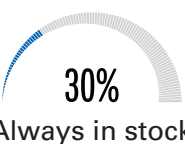
Direct from manufacturer



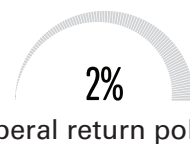
Only source



Best sales reps

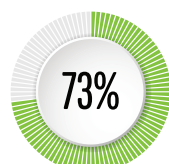


Always in stock

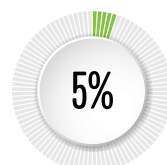


Liberal return policy

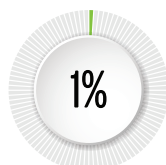
Why Shops Choose a Brand



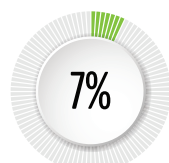
Trusted brand



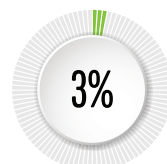
Manufacturer direct



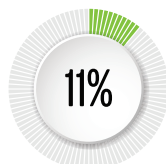
Only source



Available brand



Best price

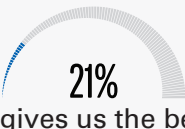


Trust source to recommend

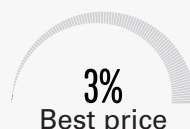
Why Parts Pros Recommend a Brand



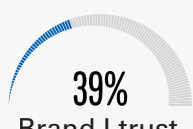
Store brand



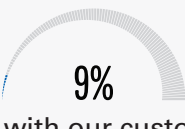
Brand that gives us the best service



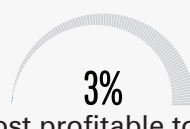
Best price



Brand I trust



Popular with our customers



Most profitable to us

3

Median number of jobs

23%

Shops that stock this part

Number of Brands Carried
in Parts Stores

11%

None

27%

One

29%

Two

33%

Three or more



**A PERFECT DONOR
HAS BEEN FOUND.**



**Premium Quality,
Proven Performance.**

PRENCO

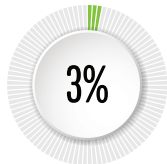
www.prenco.com

Oil & Air Filters

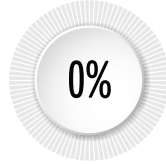
What is the Shop's Primary Source?



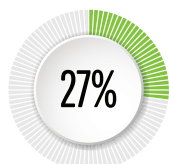
Jobber



Manufacturer direct



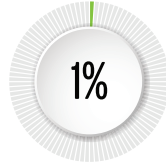
Online-only supplier



WD

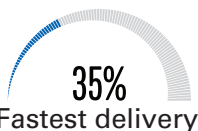


Retailer

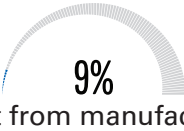


Other

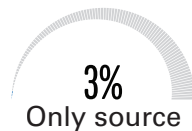
Why is that Primary Source a Shop's First Call?



Fastest delivery



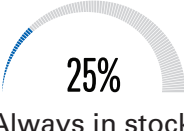
Direct from manufacturer



Only source



Best sales reps

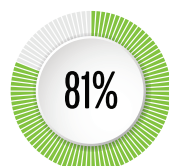


Always in stock

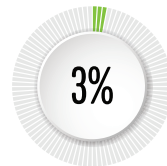


Liberal return policy

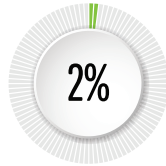
Why Shops Choose a Brand



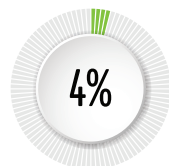
Trusted brand



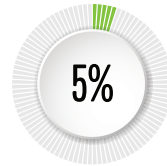
Manufacturer direct



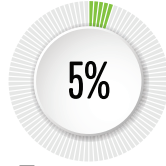
Only source



Available brand



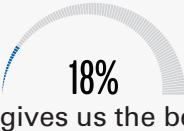
Best price

Trust source
to recommend

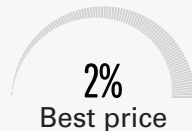
Why Parts Pros Recommend a Brand



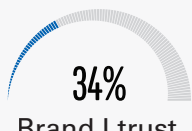
Store brand



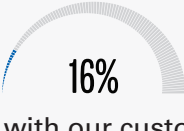
Brand that gives us the best service



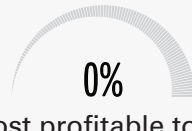
Best price



Brand I trust



Popular with our customers



Most profitable to us

25

Median number of jobs

81%

Shops that stock this part

Number of Brands Carried
in Parts Stores

4%

None

22%

One

33%

Two

41%

Three or more



MAHLE

DRIVING PERFORMANCE FROM CHANNEL PARTNERS TO TECHNICIANS

SMART PARTNER

www.mahle-aftermarket.com

The top plastic piece is ultrasonically welded to the endplate, which creates a housing for the sealing o-ring **ensuring a proper seal** between the clean and dirty side of the filter.



OX345/7D is easier to install utilizing a 3-piece plastic end cap where the competition uses foam.

Has a thicker and more efficient synthetic fleece media for **better filtration** meeting demands for today's oil change regimen.

FILTRATION PERFECTED™



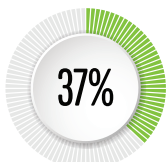
Bring this ad to life with the free Aurasma app. Just scan the QR code to begin.



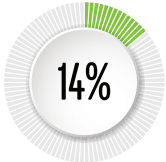
MAHLE®

Reman Air Suspension

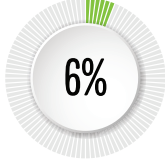
What is the Shop's Primary Source?



Jobber



Manufacturer direct



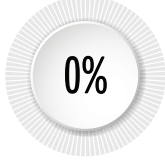
Online-only supplier



WD

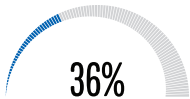


Retailer



Other

Why is that Primary Source a Shop's First Call?



Fastest delivery



Direct from manufacturer



Only source



Best sales reps



Always in stock

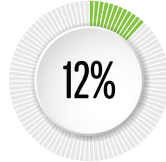


Liberal return policy

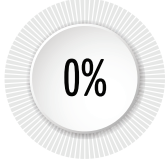
Why Shops Choose a Brand



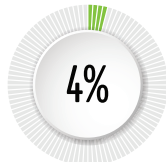
Trusted brand



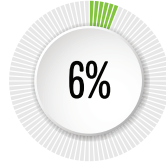
Manufacturer direct



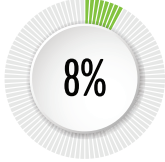
Only source



Available brand

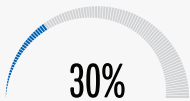


Best price



Trust source to recommend

Why Parts Pros Recommend a Brand



Store brand



Brand that gives us the best service



Best price



Brand I trust



Popular with our customers



Most profitable to us

1

Median number of jobs

6%

Shops that stock this part

Number of Brands Carried
in Parts Stores

46%

None

34%

One

15%

Two

5%

Three or more



CUSTOM-
DESIGNED
TOP MOUNT

HEAVY-DUTY
CRIMPING
RINGS

MULTI-PLY OE
AIR SPRING
BLADDER

PROTECTIVE
ALUMINUM
CAN

CUSTOM-TUNED
SHOCK ABSORBER

DESIGNED AND
ASSEMBLED
IN THE USA

AIR SUSPENSION PERFECTED

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manufacturing and testing from the authority
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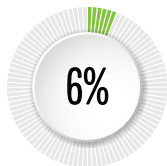
AIR SPRINGS | STRUTS | SHOCKS | COMPRESSORS | COIL CONVERSION KITS

Starters & Alternators

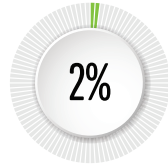
What is the Shop's Primary Source?



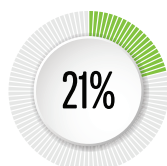
Jobber



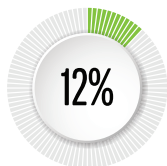
Manufacturer direct



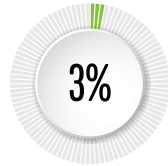
Online-only supplier



WD

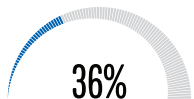


Retailer



Other

Why is that Primary Source a Shop's First Call?



Fastest delivery



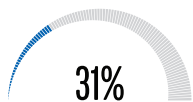
Direct from manufacturer



Only source



Best sales reps

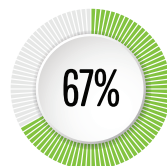


Always in stock

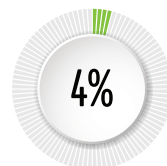


Liberal return policy

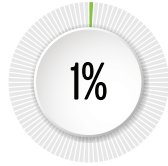
Why Shops Choose a Brand



Trusted brand



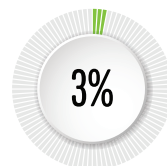
Manufacturer direct



Only source



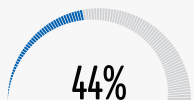
Available brand



Best price

Trust source
to recommend

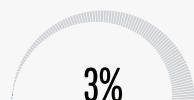
Why Parts Pros Recommend a Brand



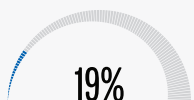
Store brand



Brand that gives us the best service



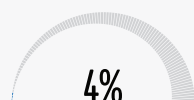
Best price



Brand I trust



Popular with our customers



Most profitable to us

5

Median number of jobs

10%

Shops that stock this part

Number of Brands Carried
in Parts Stores

7%

None

49%

One

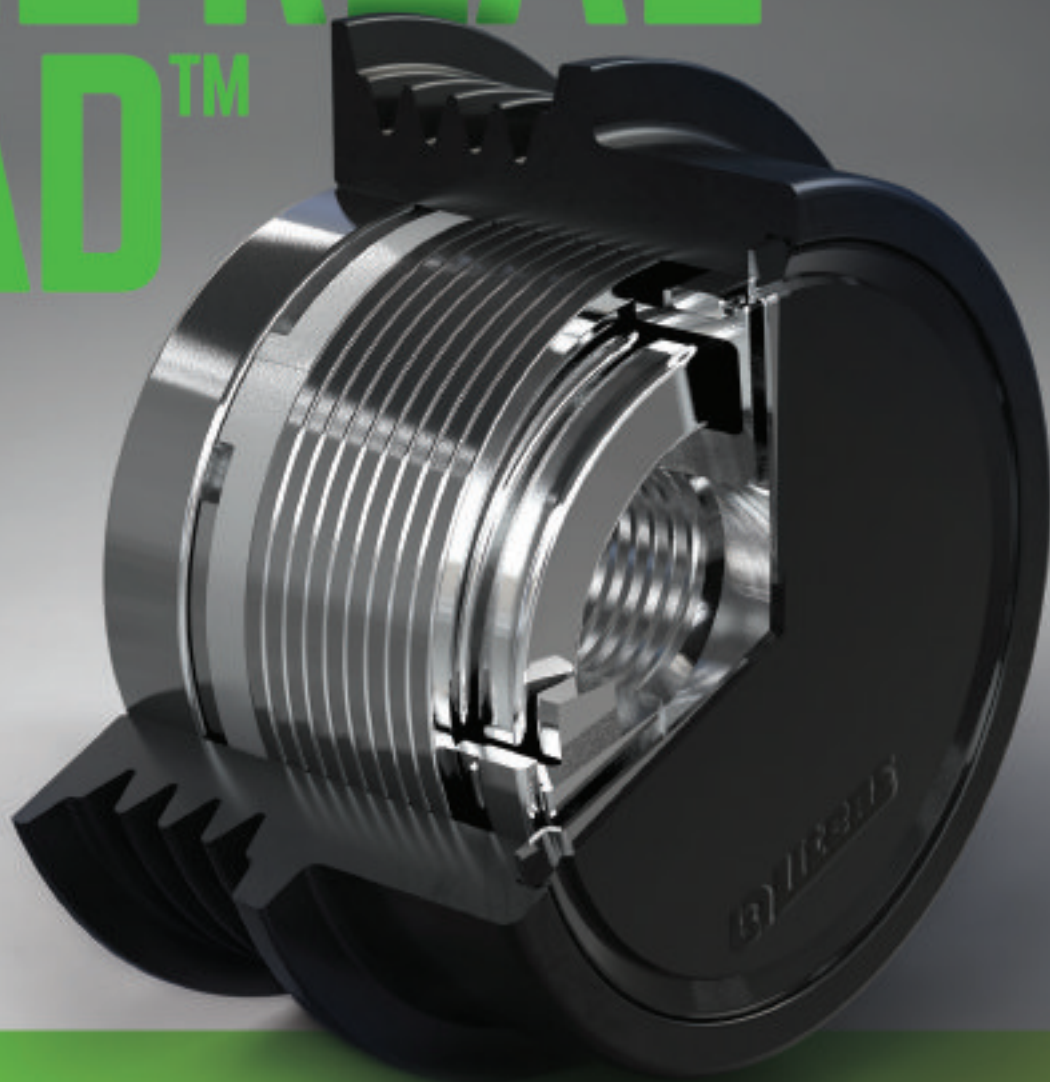
23%

Two

20%

Three or more

THE REAL OAD™



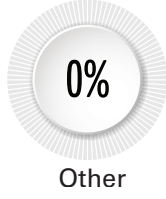
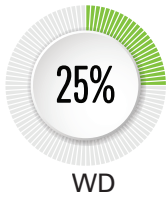
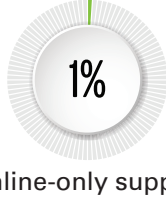
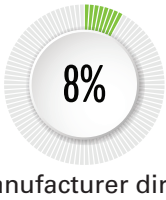
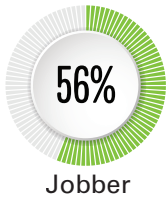
The Litens OAD™ is the only one with a patented internal spring design allowing the alternator pulley to absorb harmful torsional vibrations in the engine. Other "so called OADs" don't have an internal spring. They are one way clutches that only overrun and don't cushion the pulses coming from your crank shaft. So, when you replace an alternator with an OAD, make sure the alternator is equipped with a **real Litens OAD™**.

THE OEMS DEMAND IT FOR A REASON AND SO SHOULD YOU!

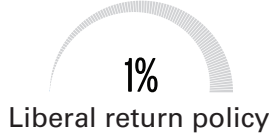
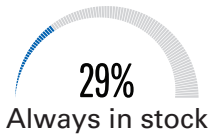
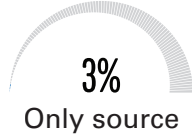
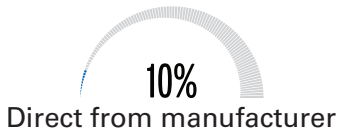
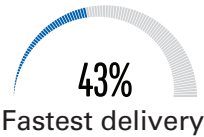
litens®
aftermarket

Tensioners

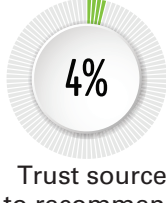
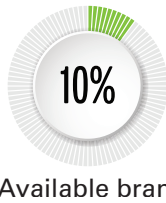
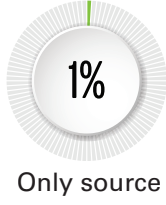
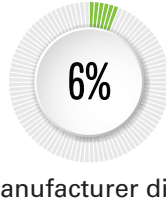
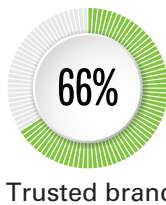
What is the Shop's Primary Source?



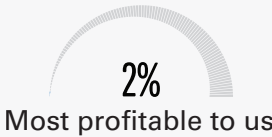
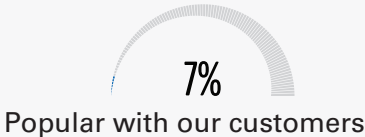
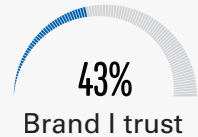
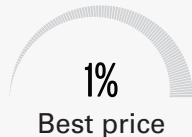
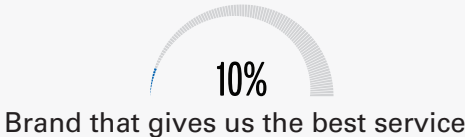
Why is that Primary Source a Shop's First Call?



Why Shops Choose a Brand



Why Parts Pros Recommend a Brand



2

Median number of jobs

8%

Shops that stock this part

Number of Brands Carried
in Parts Stores

10%

None

58%

One

26%

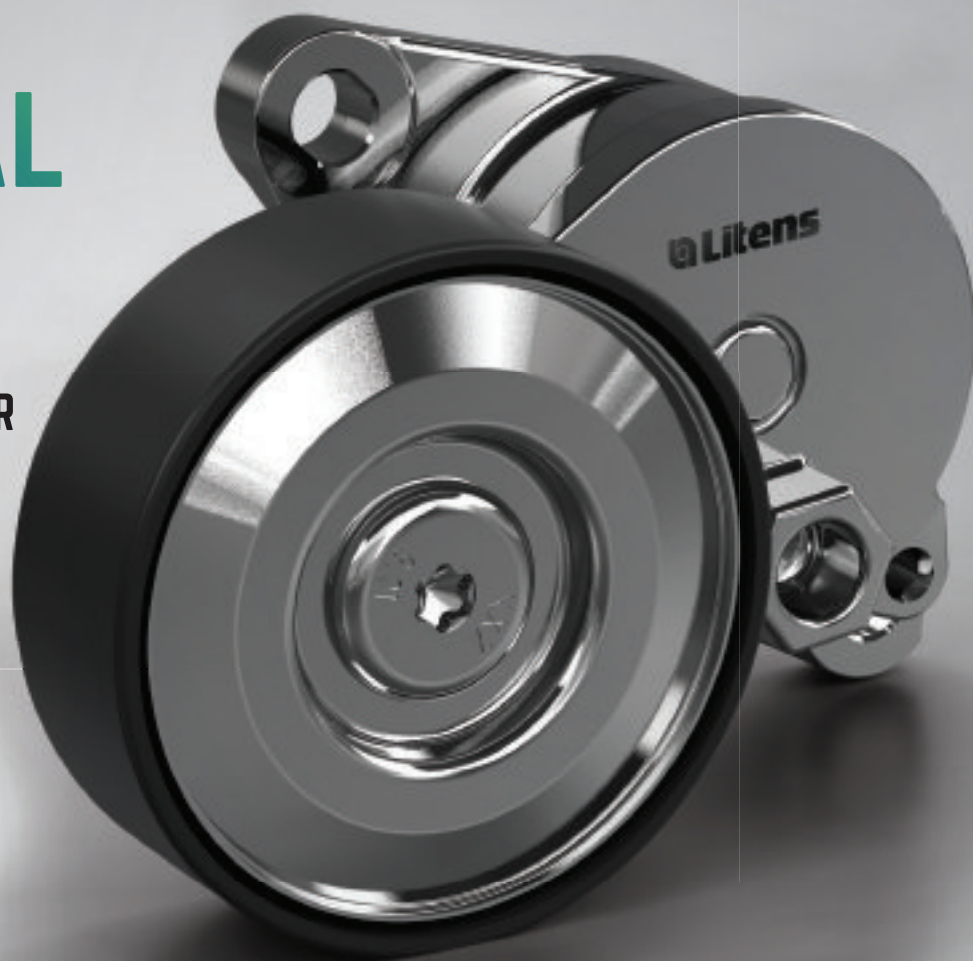
Two

6%

Three or more

LITENS ORIGINAL PARTS.

MANUFACTURED
BY THE O.E. SUPPLIER



• **Best coverage:** we offer the most complete line of belt tensioning products in the market.

• **Best quality:** 93% of our products are designed and manufactured by the OE supplier.

• **Best technical information:** we provide tools to sell and promote the product line.

• **Best in class fill rates!**

POWERED BY LITENS® AUTOMOTIVE GROUP

DELIVERING INNOVATION™

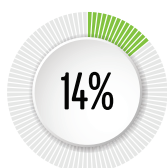
www.litensaftermarket.com

Timing Chains

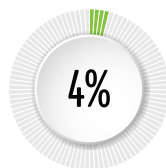
What is the Shop's Primary Source?



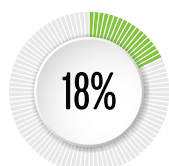
Jobber



Manufacturer direct



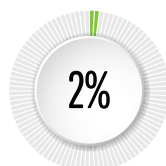
Online-only supplier



WD



Retailer



Other

Why is that Primary Source a Shop's First Call?



Fastest delivery



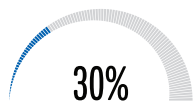
Direct from manufacturer



Only source



Best sales reps

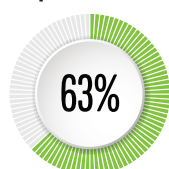


Always in stock



Liberal return policy

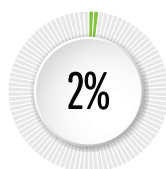
Why Shops Choose a Brand



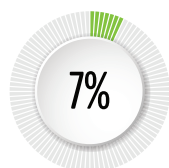
Trusted brand



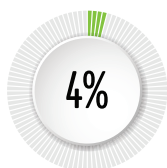
Manufacturer direct



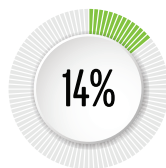
Only source



Available brand

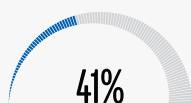


Best price

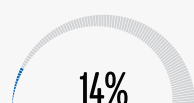


Trust source to recommend

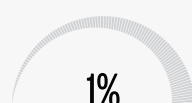
Why Parts Pros Recommend a Brand



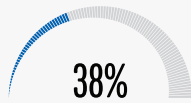
Store brand



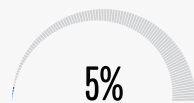
Brand that gives us the best service



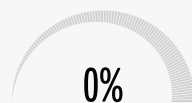
Best price



Brand I trust



Popular with our customers



Most profitable to us

1

Median number of jobs

3%

Shops that stock this part

Number of Brands Carried
in Parts Stores

21%

None

68%

One

9%

Two

2%

Three or more



PERFECT TIMING

FOR 98 YEARS

RELIABILITY CREATES CREDIBILITY

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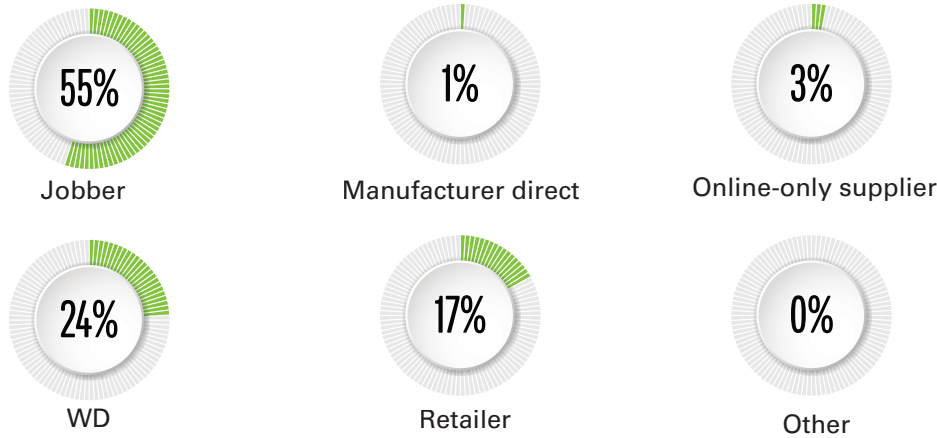


YOUR COMPLETE
TIMING AUTHORITY

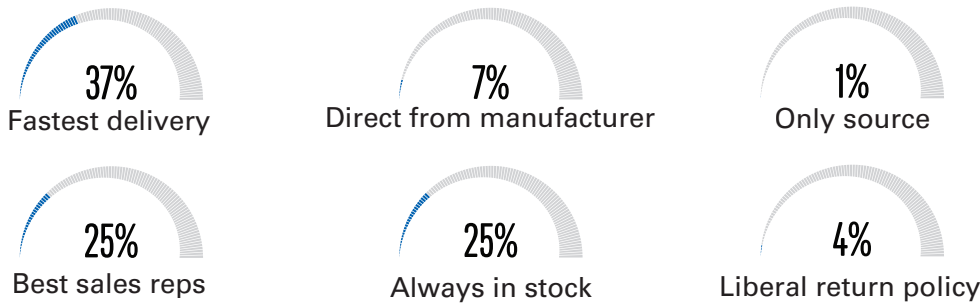


Wheel Bearings

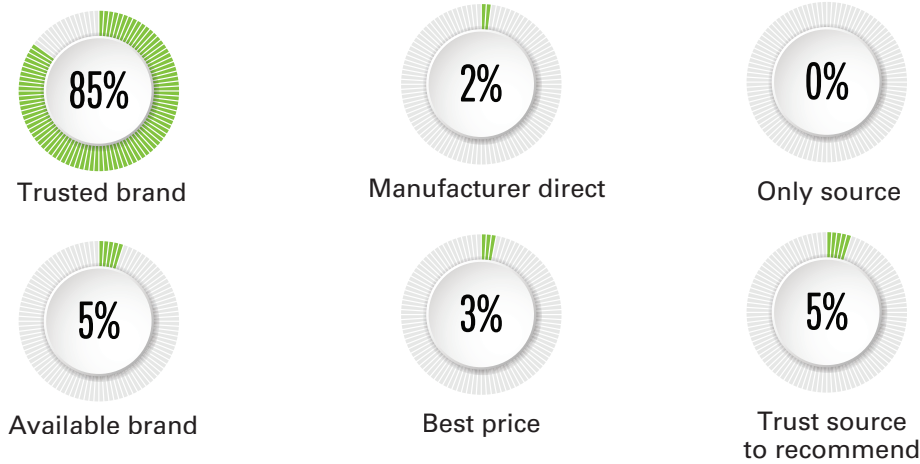
What is the Shop's Primary Source?



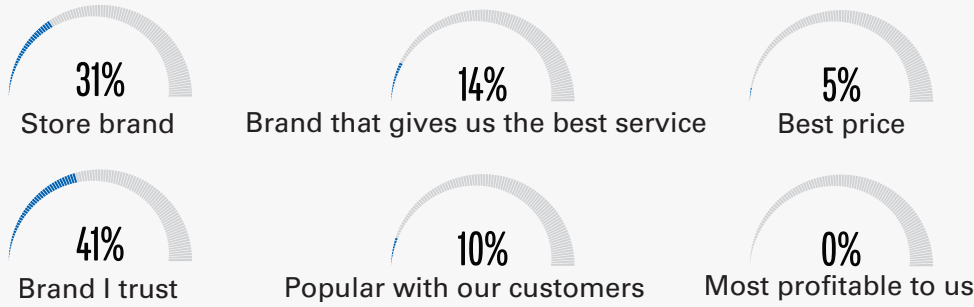
Why is that Primary Source a Shop's First Call?



Why Shops Choose a Brand



Why Parts Pros Recommend a Brand



3

Median number of jobs

6%

Shops that stock this part

Number of Brands Carried
in Parts Stores

7%

None

25%

One

49%

Two

20%

Three or more

Installing confidence. Yesterday. And today.



Since the earliest days of the automobile, SKF has been supplying the world with the highest quality drivetrain, engine and wheel end components available. Today, SKF continues to provide high quality products and premium services to car and truck manufacturers, technicians and distributors across North America and around the globe.

Install confidence. Install SKF.



Visit www.vsm.skf.com to learn more

Counterman 2019 Counter Professional of the Year

WIX
FILTERS



This Could Be You!

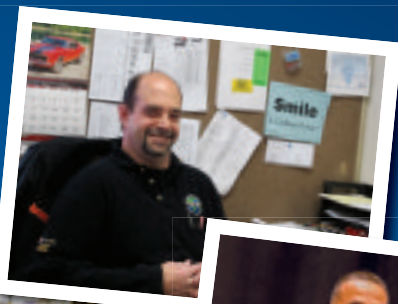
We know counter professionals aren't in it for the fame and glory – but we want to give it to you anyway! **WIX Filters** is proud to salute the **Counter Professional of the Year** for going the extra mile when customers need a quality replacement part or trusted advice ... day in and day out.

WIX Filters invites you to nominate your favorite local parts pro – or yourself – to be recognized as the **2019 Counter Professional of the Year**. For three decades, the award has acknowledged the vital role counter pros play in the automotive aftermarket, honoring those whose passion, expertise and dedication have elevated their businesses and the profession.

As part of the award, the Counter Professional of the Year receives:

- An exclusive cover story in Counterman magazine
- An all-expenses-paid trip to Las Vegas for AAPEX and the SEMA Show
- A VIP experience at the Babco Media & WIX Filters Night of Excellence

Since 1986, Counterman has been recognizing America's most trusted "go-to" parts pros with the annual Counter Professional of the Year award. Nominate yourself or a colleague today!



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