

Batteries

- Distribution
 - Discount Chains 15%
 - Auto Chains 27%
 - Dept. Store Chains 50%
 - New Car Dealers 2%
 - Other Retailers 6%
- 1991 +2.8% ('90 - +7.7%) 1992E: +6.9%
- Total Aftermarket Sales \$7.2B (Retail Chain sales: \$2.7B)
- Avg. of 1.2 Nat'l Brands stocked (Displays take a lot of space)
- Avg. Gross Margin: 22.4% ('90 - 26.4%, '89 - 28.7%)
- Avg. Annual Turns: 6.8 ('90 - 5.8, '89 - 5.5)
- DIYers
 - Professionals 84%
 - Experienced 78%
 - Beginners 48%
- Avg. life span has increased to almost 5 yrs.
- Avg. Annual Turns x Avg. Gross Margin:

1991	1.523
1990	1.531
1989	1.579

Top Ten Battery Products

	<u>% Space</u>	<u>Profit</u>	<u>Turns</u>
1.	Car Batteries	Battery Cables	Car Batteries
2.	Battery Chargers	Battery Cable	Lawn & Garden Batteries
3.	Booster Cables	Ends/Adapters	Motorcycle Batteries
4.	Battery Cables	Anti-Corrosion Washers	Battery Test Equipment
5.	Truck Batteries	Battery Hold Downs	Truck Batteries
6.	Motorcycle Batteries	Car Batteries	Acid Packs
7.	Lawn & Garden Batteries	Booster Cables	Battery Cable
8.	Battery Test Equipment	Battery Chargers	Ends/Adapters
9.	Other	Motorcycle Batteries	Booster Cables
10.	Battery Cable	Battery Test Equipment	Battery Hold Downs
11.	Ends/Adapters	Battery Trays	Anti-Corrosion Washers

Source: MarketWare Corporation April 1992 survey to 50 automotive retailers and jobbers