

Chemicals (Surface Treatments/Protectants)

- Distribution:
 - Discount Chains 60%
 - Auto Chains 23%
 - Dept. Store Chains 4%
 - Other Retailers 13%
- Total Aftermarket Sales \$267M (Retail Chains: \$210M, 78.6%)
- 1991: +3.5% 1992E: +6.3%
- Avg. Gross Margin: 33.1% ('90 - 35.1%, '89 - 39.6%)
- Avg. Annual Turns: 5.8 ('90 - 3.8, '89 - 4.3)
- Surface Treatment & Protectant products protect vinyl, leather, & rubber surfaces from damaging sunlight.
- Avg. Annual Turns x Avg. Gross Margin:

1991	1.920
1990	1.334
1989	1.703

Chemicals (Upholstery & Protectants) (Source: Automotive Marketing, September 1992)

- Growth projections for '92: 5%
- Wholesale/Retail mix: 20/80
- Mean Gross Margin: 32-34%
- 4-5 brands carried, 4-8 SKUs stocked
- Promoted 1-2 times per year
- 5-6% of chains surveyed carry Private Label product.
- 80% of all retailers stock the category.
- 68% of all outlets carry the category.
- 3 Brands carried, 3-6 SKUs stocked
- Not a Private Label business