

Small Parts

Rebuilt Survey

- Vast majority of small parts, cylinder heads & engine block sales are rebuilt.
- Jobbers still account for most rebuilt part purchases.
- Parts proliferation and new models are frequent reasons why new new parts do better than rebuilt parts in certain categories.
- Rebuilt parts: quality replacements at significant savings vs. new parts
- Jobbers are most concerned about the quality of the part.

Highest priorities:

1. Product quality
2. Order fill
3. Warranty
4. Price
5. Credit Policy

- Sales of rebuilt parts to Wholesalers/Retail: 60%/40%
- Jobbers are buying more frequently direct from rebuilders (38% of all jobbers).
- Majority of jobbers have remained w/current source of rebuilt parts for longer than 3 years.
- 47% of all jobbers would like to see rebuilds with longer warranties (an advantage of new parts).
- Most frequent reasons for sourcing rebuilds from independents:

1. Price	76%
2. Availability	57%
3. Quality	25%
4. Warranty	23%
5. Service	23%

- Reasons cited for sourcing OEM Reman units:

1. Quality	38%
2. Warranty	16%
3. Availability	10%
4. Service	7%
5. Price	1%

- How to sell (preferred selling technique) rebuilds, from Jobbers' viewpoint:

1. Personal Sales Call	79.2%
2. Seminars & Product Demonstrations	78%
3. Trade magazine advertising	41%
4. Direct mail	36%
5. Consumer advertising	29%
6. Telemarketing	13%

- Most jobbers said rebuilt sales would increase if customers were better educated about rebuilds (how they're cleaned, disassembled, tested, rebuilt, tested again).