

Exhaust Systems (Source: Aftermarket Today - May/June, 1992)

- 6th most important category for Replacement Sales
- \$2.2 Billion at retail, 50-52 million units sold per year
- Category has been declining since 1980.
  1. Material changes in Original Equipment exhaust systems (e.g. increased use of stainless steel)
  2. Fewer components in the system
  3. More welded assembly products for the replacement market
- Muffler shops are the principal installers.
- 3 channels & their requirements
  1. Traditional: Brand vs. Private Label
  2. Muffler shop: Franchisee vs. Independent shop requirements
  3. Retail store: Wet vs. Dry
- Exhaust systems have become more cosmetic due to their increased visibility.
  - No longer a "fit & function" business