

Products Purchased in 1991 (Source: Consumer Automotive Repair Study)

| | <u>Non DIYers</u> | <u>Light DIYers</u> | <u>Medium DIYers</u> | <u>Heavy DIYers</u> |
|-----------------------------|-------------------|---------------------|----------------------|---------------------|
| Motor Oil | 75% | 84% | 64% | 65% |
| Filters | 64 | 78 | 69 | 66 |
| Tune-up parts | 43 | 52 | 55 | 52 |
| Antifreeze | 37 | 42 | 47 | 43 |
| Brake System parts | 24 | 39 | 43 | 41 |
| Batteries | 26 | 35 | 35 | 33 |
| Wipers | 25 | 34 | 34 | 32 |
| Wax/Polish | 28 | 29 | 34 | 29 |
| Engine system parts | 14 | 22 | 30 | 39 |
| Lighting system parts | 14 | 24 | 30 | 33 |
| Exhaust system parts | 13 | 22 | 29 | 28 |
| Cooling system parts | 9 | 18 | 25 | 26 |
| Other appearance chemicals | 11 | 21 | 20 | 17 |
| Gas additives | 5 | 21 | 21 | 25 |
| Fuel system parts | 11 | 15 | 22 | 29 |
| Tire cleaning products | 7 | 20 | 20 | 20 |
| Starting and charging parts | 8 | 14 | 23 | 27 |
| Shocks/struts | 8 | 14 | 18 | 27 |
| Body repair products | 12 | 12 | 19 | 22 |
| Interior cleaning products | 7 | 15 | 15 | 16 |
| Front end parts | 7 | 10 | 14 | 24 |
| Electronic accessories | 6 | 11 | 14 | 14 |
| Books/manuals | 2 | 8 | 13 | 23 |
| Custom wheels/accessories | 4 | 9 | 12 | 8 |
| Seat covers | 3 | 3 | 8 | 10 |
| Floor mats | 2 | 9 | 8 | 12 |
| <u>Store Type</u> | | | | |
| Auto parts | 14% | 37% | 45% | 45% |
| Dept. store | 4 | 17 | 19 | 25 |
| Discount | 6 | 37 | 40 | 35 |
| Gas station | 5 | 15 | 17 | 15 |
| Hardware | 3 | 14 | 17 | 16 |
| Drug store | 1 | 5 | 5 | 7 |
| Supermarket | 3 | 14 | 13 | 12 |
| Convenience | • | 11 | 10 | 13 |
| Car dealer | 1 | 10 | 17 | 23 |
| Specialty | 5 | 18 | 28 | 27 |
| Junkyard | • | • | 3 | 2 |