

Clutch Market (Source: Import Auto Parts & Accessories, August 1992)

- 40 million import cars on the road today
  - 75% have manual transmissions (50 million candidates for clutch work).
- Highly competitive market
- Most jobbers prefer new clutches priced low (low margins), vs. rebuilds.  
(e.g. Korean new clutches close in price to rebuilds)
- Clutch jobs involve Cover, Disc & Release Bearing.

Issue: Individual Parts or Kits?

Main Issue w/kits is the inventory duplication & higher price.

Too many customers mix and match components, so the trend has been away from kits.

The advantage of kits: always have all components in stock, increase the size of the sale, ensures jobs are done properly.

Mix & match results in manufacturers not warranting the parts.