

## Competitive Catalogs

- These catalogs represent a sampling of the type of catalogs used by key suppliers to the Auto Aftermarket.
- From these catalogs, please observe how these dominant market share suppliers segment their categories.  
Example: Peterson Manufacturing's segmentation of the Lighting category.
  1. Back-up Lights
  2. Clearance, Marker, Identification, & Cab Lights
  3. Dome, Interior, & Utility Lights
  4. Emergency Lights
  5. Fog & Driving Lights, Kits & Accessories
  6. Hand Held Spotlights
  7. License Plate Lights
  8. Off-Road Lights & Light Bars
  9. Stop, Turn & Tail Lights
  10. Tractor & Implement Lights
  11. Trailer Lights & Kits
  12. Turn Signals
- While this is a sampling of several categories and key suppliers, most manufacturer/suppliers are willing to send out their catalogs. Just call their Customer Service Desk and request catalogs & pricing.
- Understand the segments, where your products fit, where you have "holes" in your line.