

Aftermarket Category Segmentation

I. Products

II. Services

I. Products

A. Hard Parts

B. Accessories

C. Chemicals

A. Hard Parts

B. Accessories

1. Exterior

2. Interior

3. Electrical

4. Performance

1. Exterior

1. Wheel Covers

A. Auto

B. Truck/Van

Metal — Size

ABS

— Performance —

Size

of wheel

Slotted

Directional

2. Auxiliary Lighting, Bulbs & Accessories

3. Car Care Accessories (Covers, Vacs, Cleaning Tools)

4. Trailer Accessories

5. Antennas

Auto CB Masts

1 section

3 section

Pillar mount

Electronic

Body/Roof

Fender

6. Tie Downs

7. License Plates Frames & Fasteners

8. Exterior Accessories (Guards, Reflectors, Feelers)

9. Mirrors

2. Interior

1. Steering Wheel covers

2. Mirrors (Rear View, Vanity)

3. Interior Lights & Bulbs

4. Interior Accessories (Key Holders, shifters, knobs, Pedals, Ashtrays, Faces, Litter Bags, compass, etc.)

Car/Auto

Truck/Van

Std.

Deluxe

Terry cloth

Sheepskin

3. Performance

1. Oil change & lube

2. Batteries & Accessories

3. Air cleaners

4. Cooling Systems & Accessories

5. Gauges & Controls

6. Tire Accessories

7. Tools

4. Electrical

1. Wire

2. Fuses

3. Trailer Connections

4. Accessories (Testers, Wiring Kits, clips, plugs)