

**Import Parts** (Source: Automotive Marketing - August '92)

- Profile of Import Vehicle Owners
  1. Younger (almost 45% are under 34)
  2. More influential (successful)
  3. Higher incomes
  4. More meticulous
  5. Better educated (42% of owners are college graduates)
  6. Get work done professionally (usually at the original car dealer)  
(23% of all import owners are non-DIYers)
  
- European car owners are car buffs. Utilize dealer services more.
- Japanese owners are looking for value.
- Of all subcompact & compact sales in 1990, 54% to women.
- 75% of Honda owners are female.
- 64% of Toyota owners are female.
  
- Parts & Accessories for European vehicles - sell to professional installers
- VW & Japanese vehicles - sell to more retail-oriented chains