

Import Owners

- 20% of vehicle maintainers are non-DIYers.
- 23% of import vehicle maintainers are non-DIYers.
- 16% of all vehicle maintainers are DIYers.
- 3% of import vehicle maintainers are DIYers.
- 64% - total maintenance is "Buy it and Do it for me".
- 74% - import vehicle maintenance

Volvos

- 50/50 Male/Female
- 25-44 yrs. old
- 1/2: Light DIYers

Mercedes, Jaguar, VWs

- Predominantly Male
- VWs: medium to dedicated DIYers
- Mercedes/Jaguars: non to light DIYers

Hondas

- 75%/25% Female/Male
- 25% under 25, 33% between 24-34
- 33% <\$30M, 25% \$30-40M
- 13% Non-DIYers, 65% Light DIYers

Toyotas

- 64%/36% Female/Male
- 25% 25-34, 33% 35-44
- 20% <\$20M, 38% >\$40M
- 35% non-DIYers, 50% Light DIYers