

Aftermarket Parts Branding Study

A Comprehensive Examination of Parts' Brands for Commercial Vehicles, Usage, Familiarity and Perception

**MacKay
& Company**

Beginning in the early 1980's, MacKay & Company began profiling, in detail, the size and composition of the parts aftermarket for medium and heavy duty trucks, school buses and trailers. This service, DataMac®, is based upon input from both fleets and parts/service channels such as dealers, distributors and independent shops.

Over the past few years, MacKay & Company has posed top level brand-related questions to these two audiences. Fleets have noted their use and familiarity with "value line" or 2nd tier brands. Use of these brands has increased over time.

Fleet owners and maintainers have a variety of brand options when replacing parts and these options continue to expand. Similarly, businesses that sell parts indicate non-OEM brands comprise 34% of their parts sold, varying by component.

With this increase in usage and product offerings, a closer examination of parts branding is needed to better understand the current and future parts market.

Some of the key issues to be examined include:

- Familiarity with and use of parts' brands
- Ability to identify parts manufacturers
- Brand perception
- Brand quality
- Use of brand as it relates to vehicle age, vocation, life of vehicle
- How brand usage is determined

Key Study Activities:

- Gather study participant input to meet specific client needs as they relate to brands
- Develop and conduct broad-based fleet survey
- Develop and implement parts distributor survey
- Interviews with industry experts

Deliverables



Report

Final report will include a review of the methodology, a profile of the survey respondents, an executive summary and detailed study findings.



Presentation

We will conduct a webinar to share the findings of the report with ample time for questions.

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