

PRODUCT #75028

## Report on Specialty Accessories and Appearance Products

FOR THE U.S. AUTOMOTIVE AFTERMARKET

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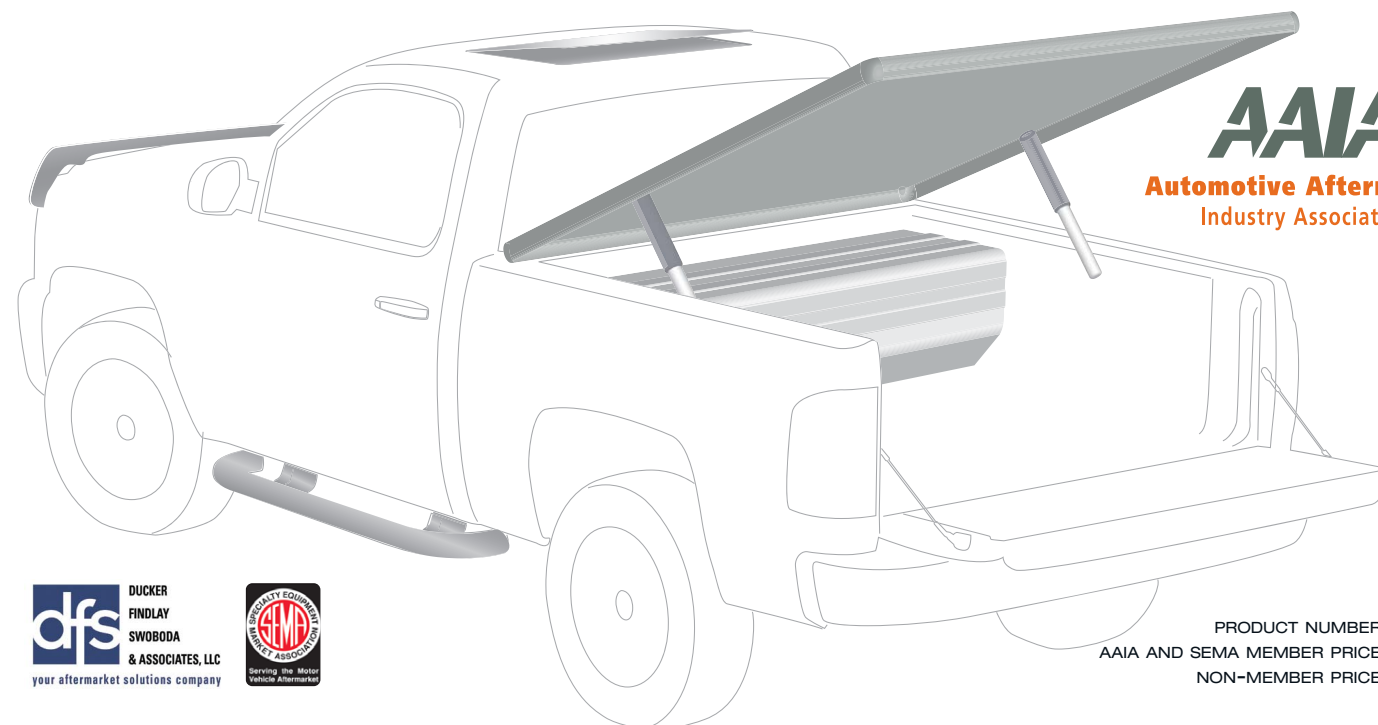
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# Executive Summary

## REPORT ON Specialty Accessories and Appearance Products

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AAIA AND SEMA MEMBER PRICE: \$450  
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# Report on Specialty Accessories and Appearance Products

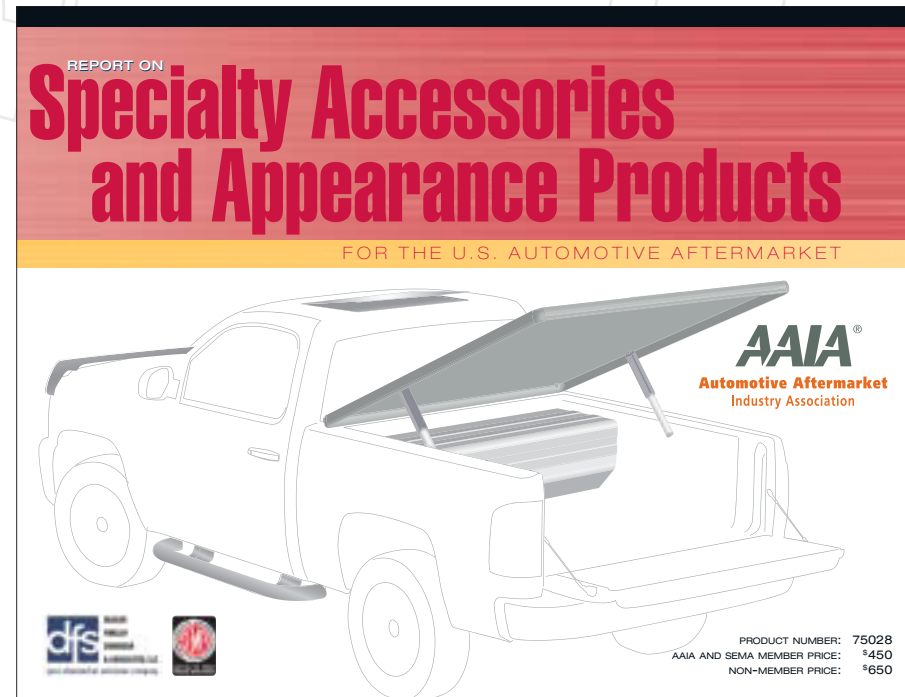
**AAIA**, with assistance from the Specialty Equipment Market Association (SEMA) and Ducker, Findlay, Swoboda & Associates, LLC (DFS&A), just released a new in-depth market research *Report on Specialty Accessories and Appearance Products*. The report outlines the \$38 billion market with special focus on five key research categories, four of which represent the majority of the sales volume for this market segment. These categories are:

- Interior trim and accessories
- Exterior accessories
- Restyling/installation
- Electronics
- Voice of the customer

The report summarizes the methodology, results, analysis and key findings on such factors as industry performance, quality and trends of imported products, priorities of the customer and future market trends.

The study also includes information on:

- Key drivers and their implication on the future outlook.
- Current trends in importing by category and what is expected in the future. How do industry experts compare domestic quality to imports in these categories?
- The importance of brands to each category today and in the future.



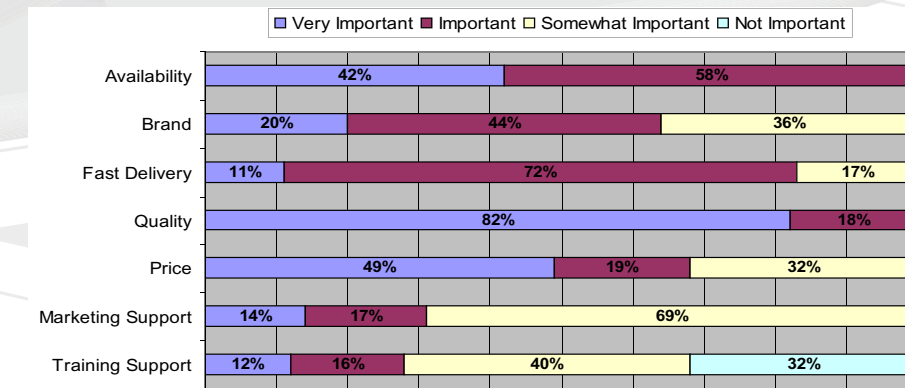
- Prioritized buyer/consumer needs: product quality, availability, delivery, installation, price and assortment are all evaluated.

Special emphasis was placed on measuring overall industry performance as it relates to the last several years. Based on the survey results and the candid interviews conducted across a broad spectrum of industry experts in the specialty equipment and accessories market, this report provides invaluable quantitative insights into what key industry executives foresee in terms of future trends in these categories.

The primary research supporting this report was conducted in 2008 by Ducker, Findlay, Swoboda & Associates, LLC, a consulting group with headquarters in Bloomfield Hills, Mich.

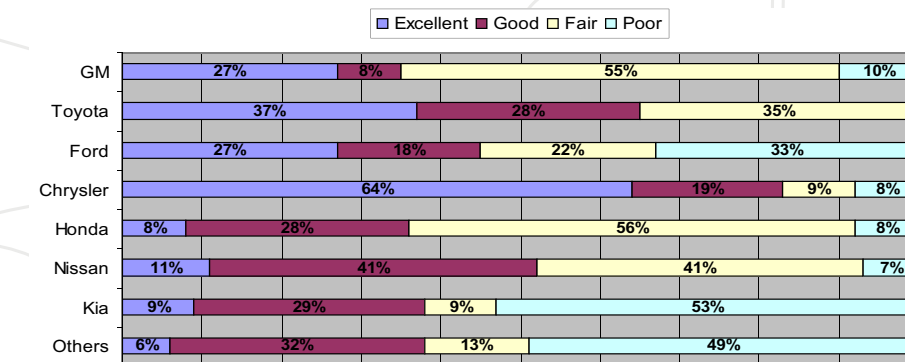
*Report on Specialty Accessories and Appearance Products* is \$450 for AAIA and SEMA members and \$650 for non-members. For more information on the report or to order a copy, contact AAIA at 301-654-6664 or visit [www.aftermarket.org](http://www.aftermarket.org). ■

## Indicate by level of importance your criteria for selecting a supplier for electronics.



Quality, price and availability are clearly the main criteria for selecting an electronics supplier. Training and marketing support have very little influence in the decision.

## How would you rate the overall acceptance of the following OE manufacturers towards aftermarket restyling?



Chrysler is viewed as the OE manufacturer with the highest level of acceptance to restyling with 64 percent answering as excellent. Toyota is also viewed as having a cooperative attitude.

## Comments from industry specialists:

"American car buyers definitely want more fuel-efficient vehicles but may not be ready to give up size, range, performance or other amenities to achieve that goal."

"Sales are tough right now. Doing the same thing over and over again and expecting a different result doesn't make much sense. When times are tough, we better find ways to be different than the other guys."

"We need small samples of products at an inexpensive price or free. Micro displays sell product. Being able to touch, feel and see the product is a huge selling advantage."