

Contents

| | |
|---|---------|
| • Table of Contents | 2 |
| • Introduction | |
| – Purpose of Study | 3-4 |
| – Methodology | 5-6 |
| • Acknowledgements | 7-8 |
| • Executive Summary | 9-13 |
| • An Overview of Specialty Accessories and Appearance Products. | 14-35 |
| • Understanding Specialty Accessories and Appearance Products: | |
| – Detailed Report on Interior Trim & Accessories. | 36-52 |
| – Detailed Report on Exterior Accessories | 53-69 |
| – Detailed Report on Electronics | 70-86 |
| – Detailed Report on Restyling | 87-103 |
| – Voice of the Customer Report on Specialty Acc. in the Aftermarket | 104-109 |
| • DFS&A Contact Page | 110 |