

Car Service: Maintenance and Repair - US - April 2013

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“The total amount of electronics and software coding in a modern vehicle now accounts for a significant portion of the car’s value. As mechanical automotive elements become more durable, the new frontier for automotive maintenance will be in the digital, rather than physical, space.”

– Colin Bird, Automotive Analyst

In this report we answer the key questions:

- What impact will the increasing complexity of automobiles have on the car service, maintenance and repair industry?
- Why are households driving less and what impact will it have on automotive maintenance care?
- What are the effects of complimentary maintenance and road-side assistance programs on the auto care industry?

In this report, Mintel explores the U.S. car service, maintenance and repair market, and provides insight into the external and internal factors that influence purchase and trends within the market. Mintel also will provide insight into what these various factors mean for future service revenues, marketing and advertising messages, and industry innovations.

Consumer spend on service and maintenance revenue is segmented by: brakes, steering, and suspension; engine/motor; transmission and drivetrain; bodywork; and other maintenance. The overall market for automotive service, maintenance and repair totaled \$166.5 billion for 2012, up 3.6% from 2011. Total 2012 spending surpassed peak spending in 2007 of \$162.6 billion and is expected to continue to grow at a fast pace for the next five years.

Major themes throughout this report include: consumer behavior and habits regarding completing routine maintenance, what parts are getting repair and maintained, sentiments and expectations toward auto shop features and pricing, and how consumers are paying for those services. A major theme throughout this report includes the growing complexity of the automobile and how that has affected both the consumer and retail businesses, by channeling more consumers into the do-it-for-me (DIFM) industry and out of the DIY industry. Mintel also analyzes how the growth in vehicle complexity and automaker complimentary service programs has benefited automotive dealerships, compared to other retail formats, especially among new car owners.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Attitudes to auto maintenance

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