

Auto Service, Maintenance and Repair - US - December 2015

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“While growth in the auto service and repair market is slow and steady, many factors are changing the dynamics of how overall revenues are distributed. Dealerships continue to gain an advantage due to free maintenance programs, while independents and others can push back by updating the image of their technicians to match the industry’s new technological requirements.”

Tim Healey, Research Analyst, Automotive

This report looks at the following areas:

- Can preventive care be marketed as a money-saving tool?
- How can non-dealerships continue to compete?
- How can brands market their experts?

What you need to know

Auto service, maintenance, and repair is a vital part of the economy – we all need to bring our vehicles in for maintenance or repair now and again. Today’s consumer is looking for good customer service at the right price and convenient location – consumers want the job done right, but they don’t want to overpay, and they want to be treated professionally during the transaction.

This report will look at the issues affecting the auto service, maintenance, and repair market, as well as opportunities that those working in this space will have going forward. In addition, the report will examine what’s influencing the market, what’s driving consumer behavior regarding auto service, maintenance, and repair, where consumers are taking their vehicles for maintenance, and what types of work they’re having done.

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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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