

## Auto Service, Maintenance and Repair - US - December 2016

Report Price: £3239.54 | \$3995.00 | €3796.74

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"Auto service, maintenance, and repair is a critical component of vehicle ownership. Vehicles require regular maintenance and upkeep to ensure their longevity and use, and neglecting such responsibilities can result in extremely costly repairs for consumers."

- **Buddy Lo, Automotive Analyst**

This report looks at the following areas:

- Auto service, maintenance and repair expenditures tops \$172 billion in 2016
- Consumers are wary of shady service providers
- Consumers aren't proactively scheduling service
- Amenities nice to have but not necessary

Auto service, maintenance, and repair is a critical component of vehicle ownership. Vehicles require regular maintenance and upkeep to ensure their longevity and use, and neglecting such responsibilities can result in extremely costly repairs for consumers. Today's consumers are aware of the necessary service and maintenance they must perform but are still sensitive regarding pricing.

This report will look at the issues affecting the auto service, maintenance and repair market. In addition, the report will examine consumer attitudes toward automotive service and maintenance, attitudes towards service providers, and motivations driving consumer behavior.

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](http://store.mintel.com)

**CALL:**  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

China  
+86 (21) 6032 7300

APAC  
+61 (0) 2 8284 8100

**EMAIL:**  
[reports@mintel.com](mailto:reports@mintel.com)

### DID YOU KNOW?

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

# Auto Service, Maintenance and Repair - US - December 2016

Report Price: £3239.54 | \$3995.00 | €3796.74

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### Overview

What you need to know

Definition

### Executive Summary

The issues

Auto service, maintenance and repair expenditures tops \$172 billion in 2016

Figure 1: Total US retail sales and fan chart forecast of Auto Service, Maintenance and Repair, at current prices, 2011-21

Consumers are wary of shady service providers

Figure 2: Attitudes toward service providers, by age and area, August 2016

Consumers aren't proactively scheduling service

Figure 3: Vehicle maintenance behavior, August 2016

Amenities nice to have but not necessary

Figure 4: Factors for choosing a service location, August 2016

The opportunities

Consumers want digital reminders for service and maintenance

Figure 5: Attitudes toward service providers, by age, August 2016

On-demand auto service and maintenance gains traction

Figure 6: Attitudes on service providers, by age, August 2016

Parents likely to use social media to find a mechanic

Figure 7: Attitudes toward service providers, by parental status, August 2016

What it means

### The Market - What you need to know

Auto service, maintenance and repair spend expected to grow

DIY sector has limited impact on the market

Miles traveled exceed pre-Recession levels

Aging vehicles may create demand for auto service

### Market Size and Forecast

Auto service, maintenance and repair in healthy state

Figure 8: Total US retail sales and fan chart forecast of Auto Service, Maintenance and Repair, at current prices, 2011-21

Figure 9: Total US retail sales and forecast of Auto Service, Maintenance and Repair, at current prices, 2011-21

### Market Perspective

DIY sector is minimal

### Market Factors

Miles driven will increase need for service

Figure 10: US miles traveled, Highway, 1990-2015

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Auto Service, Maintenance and Repair - US - December 2016

Report Price: £3239.54 | \$3995.00 | €3796.74

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Average age of vehicles on the road remain high

Figure 11: Average age of passenger cars and light trucks, 2002-15

High consumer confidence allows consumers to make necessary repairs

Figure 12: Consumer Sentiment Index, January 2007- November 2016\*

## Key Players – What You Need to Know

Franchise dealer service centers win on trust

Independent repair shops successful at building personal relationships

Consumers less likely to opt for service at retailers with auto facilities

On-demand services the next generation of repair

## What's Working?

Warranty work increasing along new car sales

Franchise dealer service centers winning on trust

Independent auto shops build personal relationships with their consumers

## What's Struggling?

Retailers not commonly visited for auto service

Figure 13: Auto service locations visited in last 12 months, Summer 2016

Consumers not proactive with maintenance

## What's Next?

Openbay app to provide roadside assistance

Insurance companies align with third-party service advertisers

Figure 14: Allstate auto service consumer email, April 2016

Lincoln will provide complimentary on-demand pick up and drop off for service on all new 2017 models

## The Consumer – What You Need to Know

Consumers trust their service provider, but are wary of others

Quality of work is king

Parents much more likely to find value in social media recommendations

Independent repair shops more likely to have a personal relationship with their customers

## Vehicle Maintenance History

Majority of consumers have taken their vehicle in for auto service

## Vehicle Type

Consumers more likely to service a new vehicle over used

Figure 15: Serviced vehicle purchase type, August 2016

Black consumers more likely to have serviced a used or CPO vehicle

Figure 16: Serviced vehicle purchase type, by race and Hispanic origin, August 2016

Independent repair shop and third-party chain patrons more likely to have a used car

Figure 17: Serviced vehicle purchase type, by previous service location, August 2016

## Auto Service Location

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Auto Service, Maintenance and Repair - US - December 2016

Report Price: £3239.54 | \$3995.00 | €3796.74

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Nearly four in 10 vehicle owners chose a franchise dealer service center

Figure 18: Previous auto service location, August 2016

Lower income households select independent or chains for auto service

Figure 19: Previous auto service location, by household income, August 2016

Hispanics more likely to select retailers with auto services

Figure 20: Previous auto service location, by race and hispanic origin, August 2016

## Vehicle Service and Maintenance Times

Weekdays are preferred for vehicle service

Figure 21: Vehicle service time preference, August 2016

Older consumers prefer to service their vehicles on weekdays

Figure 22: Vehicle service time preference, by age, August 2016

Suburban and rural residents more flexible with service times

Figure 23: Vehicle service time preference, by geographic area, August 2016

## Auto Service and Maintenance Behavior

Many vehicle owners opt for one stop shops

Figure 24: Vehicle maintenance behavior, August 2016

Consumers take the check engine light seriously

Men more likely than women to shop around for alternative options

Figure 25: Vehicle maintenance behavior, by gender, August 2016

Figure 26: Pep Boys rewards card direct mail, October 2016

Franchise dealer service customer more likely to proactively schedule service

Figure 27: Vehicle maintenance behavior, by previous service location, August 2016

Independent repair shops create personal bonds with customers

Figure 28: Vehicle maintenance behavior, by previous service location, August 2016

## Factors for Choosing a Service Location

Quality of work is most important for auto service

Figure 29: Factors for choosing a service provider, August 2016

Parents more likely to select loaner cars as important factor

Figure 30: Factors for choosing a service provider, by parental status, August 2016

Proactive tire maintenance leads to lower emphasis on cost

Figure 31: Factors for choosing a service provider, by tire maintenance behavior, August 2016

Retail customers place heavier emphasis on efficiency

Figure 32: Factors for choosing a service provider, by previous service location, August 2016

## Preferred Amenities

WiFi, TVs can help pass the time when vehicles are serviced

Figure 33: Preferred amenities, August 2016

Women receptive to rides to and from local shopping centers

Figure 34: Preferred amenities, by gender, August 2016

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Auto Service, Maintenance and Repair - US - December 2016

Report Price: £3239.54 | \$3995.00 | €3796.74

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

WiFi a must add for younger consumers

Figure 35: Preferred amenities, by age, August 2016

Parents want something to entertain their kids

Figure 36: Preferred amenities, by parental status, August 2016

## Attitudes Toward Auto Service and Maintenance

Transparency is critical in retaining customers

Figure 37: Attitudes toward service providers, August 2016

Men associate quality with franchise dealers

Figure 38: Attitudes toward service providers, by gender, August 2016

Younger adults want electronic service reminders

Figure 39: Attitudes toward service providers, by age, August 2016

Parents search for mechanics via social media

Figure 40: Attitudes toward service providers, by parental status, August 2016

Parents, urban residents, and social media users most likely to trust on-demand auto service

Figure 41: Attitudes toward service providers, parental status, urban residents, social media users for tires and service, August 2016

## Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Consumer qualitative research

Direct marketing creative

Abbreviations and terms

Abbreviations

## Appendix – Market

Figure 42: Total US retail sales and fan chart forecast of Auto Service, Maintenance and Repair, at inflation adjusted prices, 2011-21

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)