

Auto Service, Maintenance and Repair - Canada - June 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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"Auto service, maintenance and repair are vital to the proper operation of any vehicle and prevent vehicle component failure and loss of money. Consumers today are looking for good customer service, but at the right price and at a facility that is conveniently located. Consumers want the job done right, but they do not want to overpay, and they want to be treated professionally."
- Andrew Zmijak, Research Analyst

This report looks at the following areas:

- Some consumers are less diligent about servicing or maintaining their vehicles
- Good customer service is a must
- Attracting the DIY consumer

This Report will look at the issues affecting the auto service, maintenance and repair market, as well as the effects of future trends in the automotive industry and how it might impact how consumers have their vehicles serviced or repaired. In addition, the Report will examine what is influencing the current market, what is driving consumer behaviour regarding auto service, maintenance and repair, where consumers are taking their vehicles for service, as well as what type of work they are having performed. The Report also looks at marketing and advertising campaigns from this category.

For the purposes of this Report, the consumer data results are based on auto service, maintenance and repairs that have been performed: under warranty, through a maintenance care plan, covered by a service plan and cash or non-warranty work. Vehicles covered in the results include own and other family members' vehicles in the same household but exclude those used primarily for commercial/business purposes.

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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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