

Auto Service, Maintenance and Repair - US - December 2014

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“The automotive service, maintenance, and repair market is a mature industry that serves a variety of consumer needs. Preventive maintenance now makes up the bulk of events, as the average age of vehicles on the road is at a new all-time high and consumers understand the need to keep their vehicles running.”

– 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?

The auto service, maintenance, and repair industry is a \$162 billion market, consisting of a highly competitive and fragmented landscape of car dealerships, tire stores, auto parts stores, and independent shops. This report focuses on how these key players can engage with consumers by providing in-depth analysis of the following:

- Sales, market share, and marketing activity of the market participants
- What are the primary drivers influencing the market?
- US vehicle owners: Who are they, what do they drive, and how do they feel about auto maintenance and repair?
- What types of maintenance and repair work do consumers purchase? Where do they go for service? What do they feel about preventive maintenance?
- Additional consumer behaviors and attitudes regarding maintenance and repair.

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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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