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Agenda

Association Overview

Marketplace Snapshot

U.S. Auto Care Industry Channels of Distribution

Barriers to SME Exports

Best Practices



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Marketplace Snapshot

U.S. Vehicles in Operation	260.2 million
Average Age of Vehicles	11.4 years
Total Kilometers Driven	4.8 trillion
Average Kilometers per Car	18,129
Licensed Drivers	211.8 million

Size of the U.S. Vehicle Market

\$283.9 billion in 2010	3.7% growth
\$297.3 billion in 2011	4.7% growth
\$307.7 billion in 2012	3.5% growth
\$318.2 billion in 2013	3.4% growth

2.1% of the U.S. gross domestic product

3.1 % forecasted growth in 2014

How We Stack Up

Construction	\$578 billion
Accommodation and Food Services	\$408 billion
Motor Vehicle Aftermarket	\$318 billion
Mining	\$231 billion
Education Services	\$153 billion
Arts, Entertainment and Recreation	\$138 billion
Agriculture, Forestry and Fishing	\$136 billion

Source: Bureau of Economic Analysis

U.S. Aftermarket Industry Employment

Healthcare	7.2 million
Federal Government	5.1 million
Motor Vehicle Aftermarket	4.2 million
Architecture and Engineering	2.4 million
Arts, Design, Entertainment, Sports & Media	1.7 million
Legal Occupations	1.0 million

Source: Bureau of Economic Analysis

Average Vehicle Age

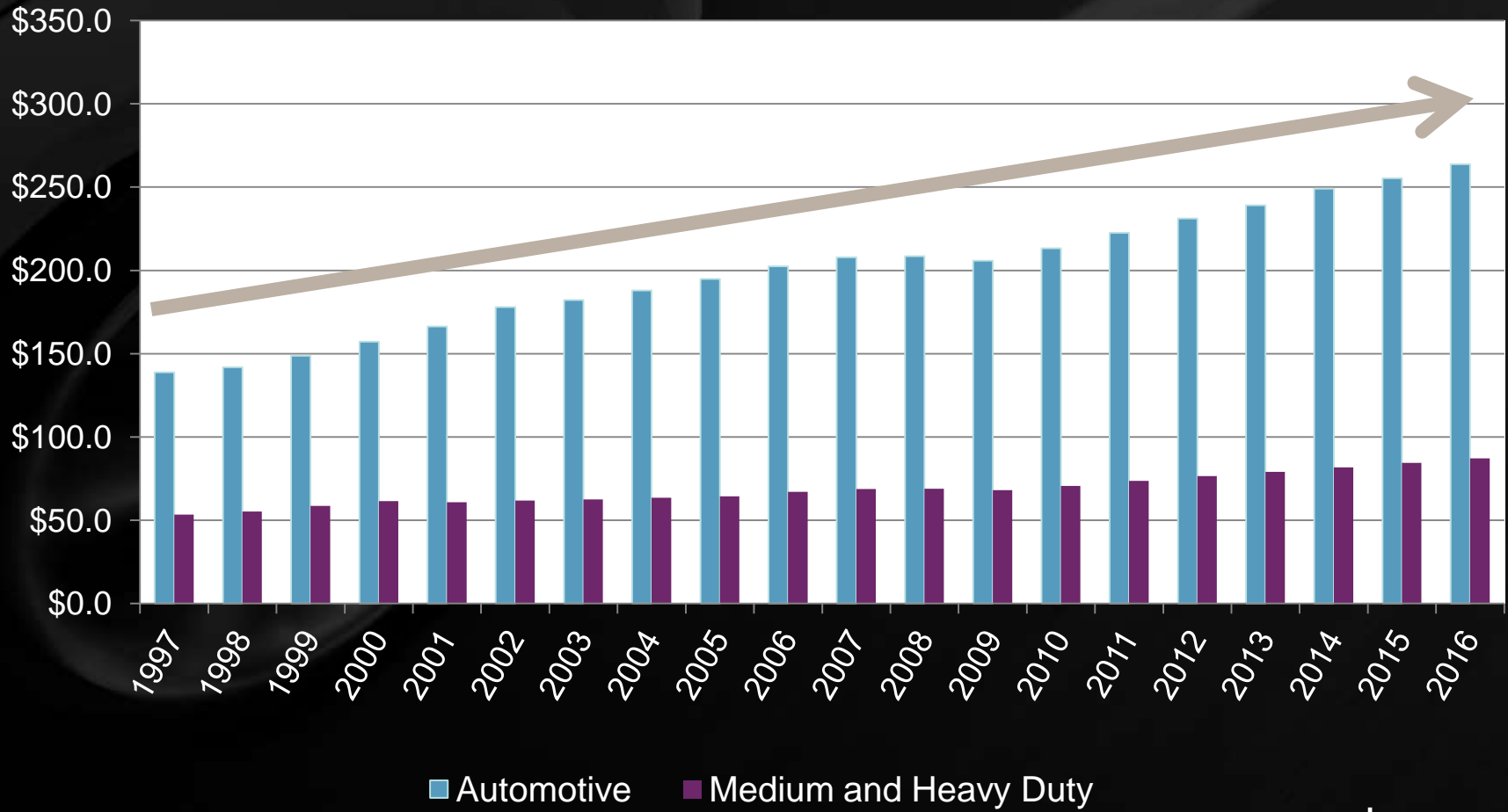
2002 9.6 years

2014 11.4 years



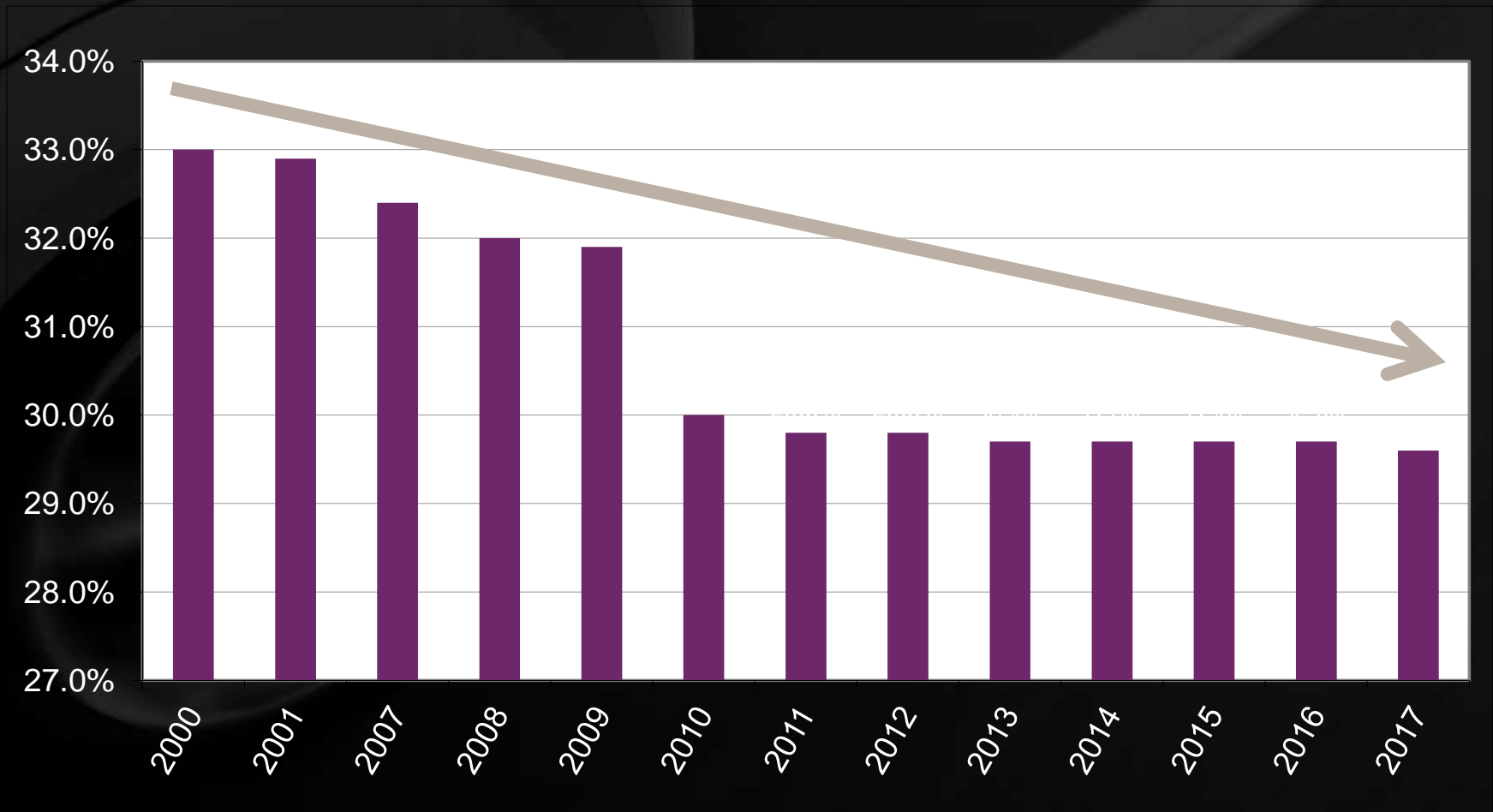
Auto Care Industry Size

(in \$ billions)



Source: Digital Factbook, 2013, page 12, * Forecast

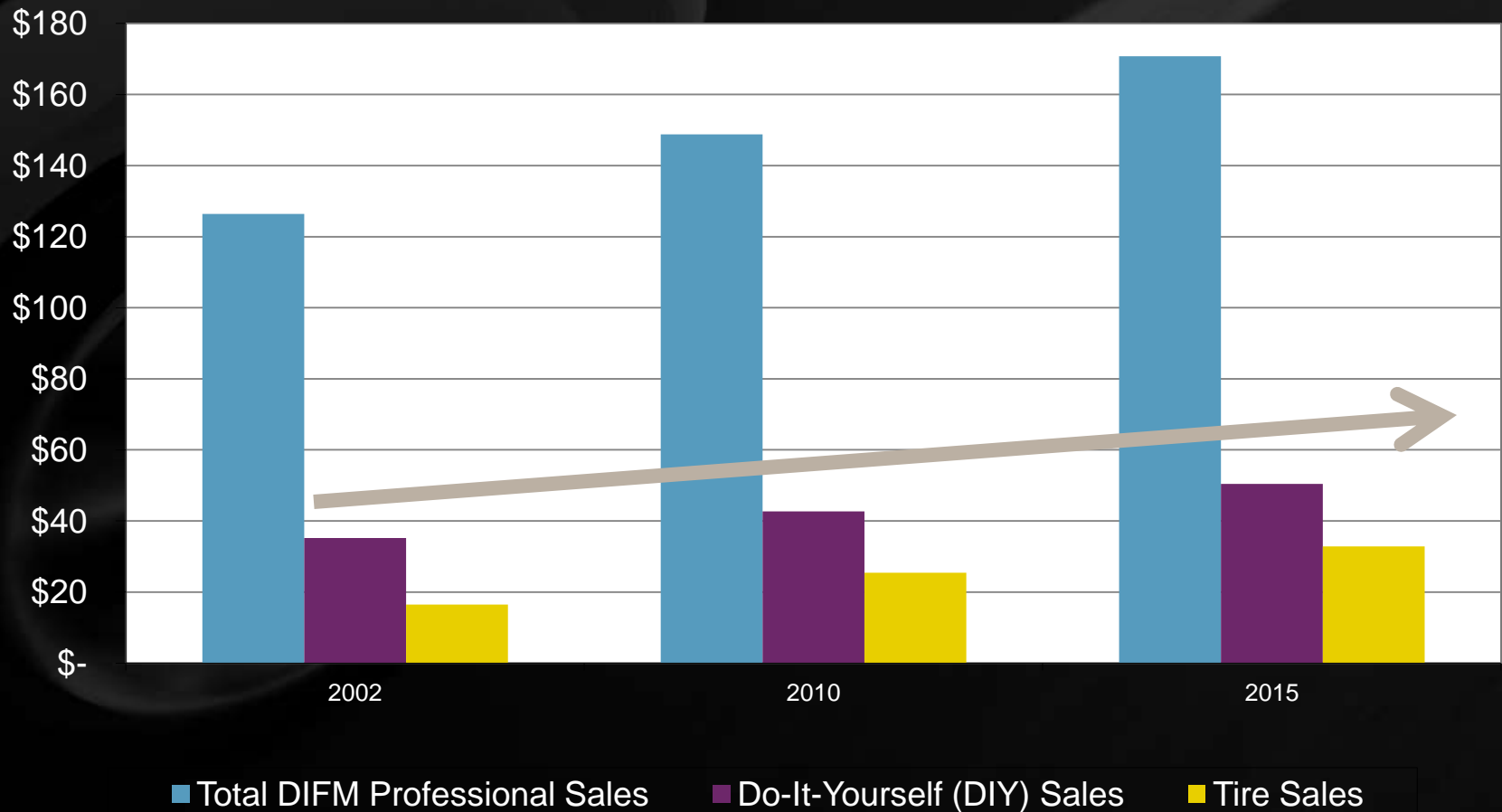
Dealership Share of Service and Repair



Source: Digital Factbook, 2011, page 11

DIFM vs. DIY Share

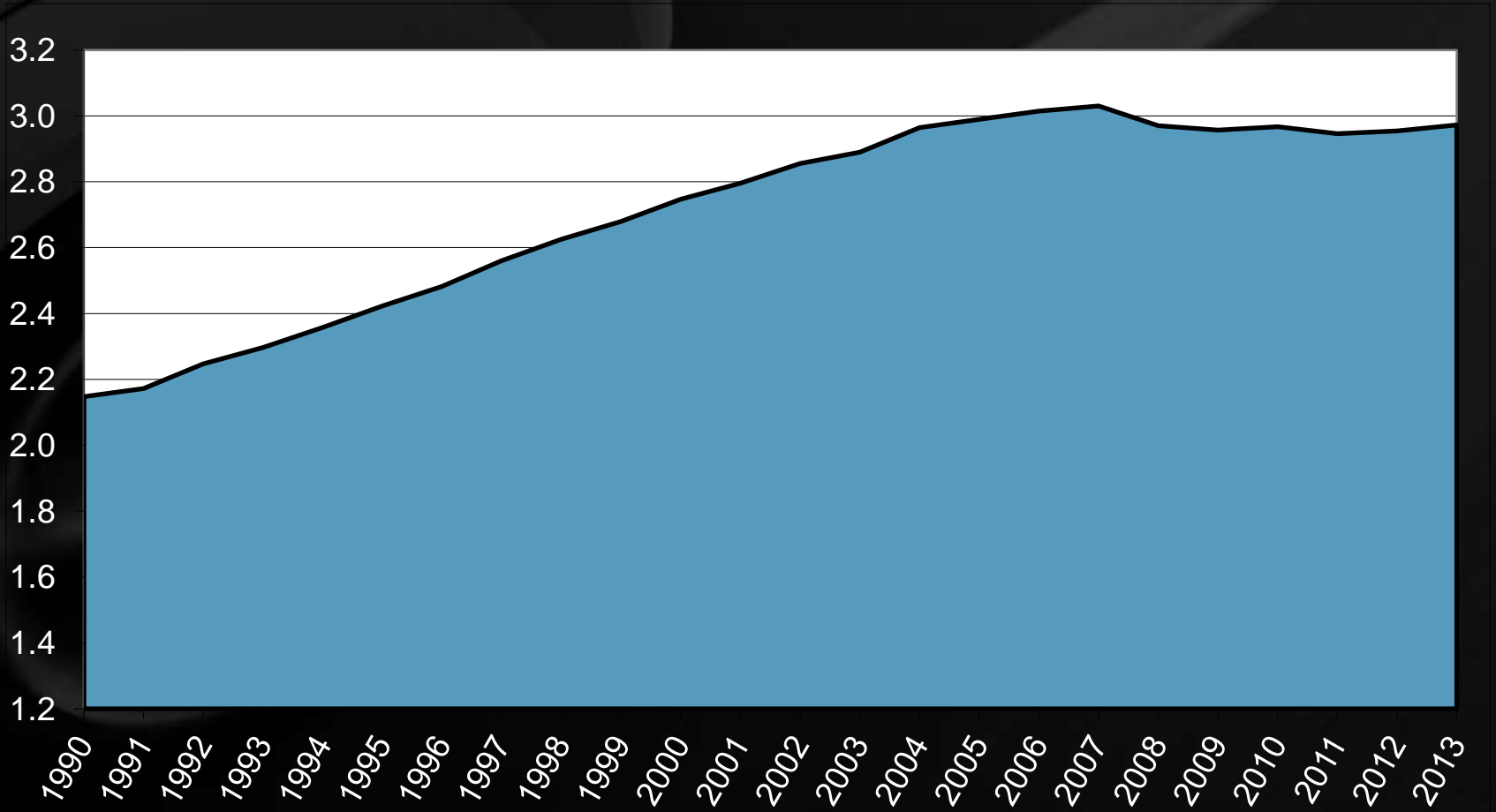
(in \$ billions)



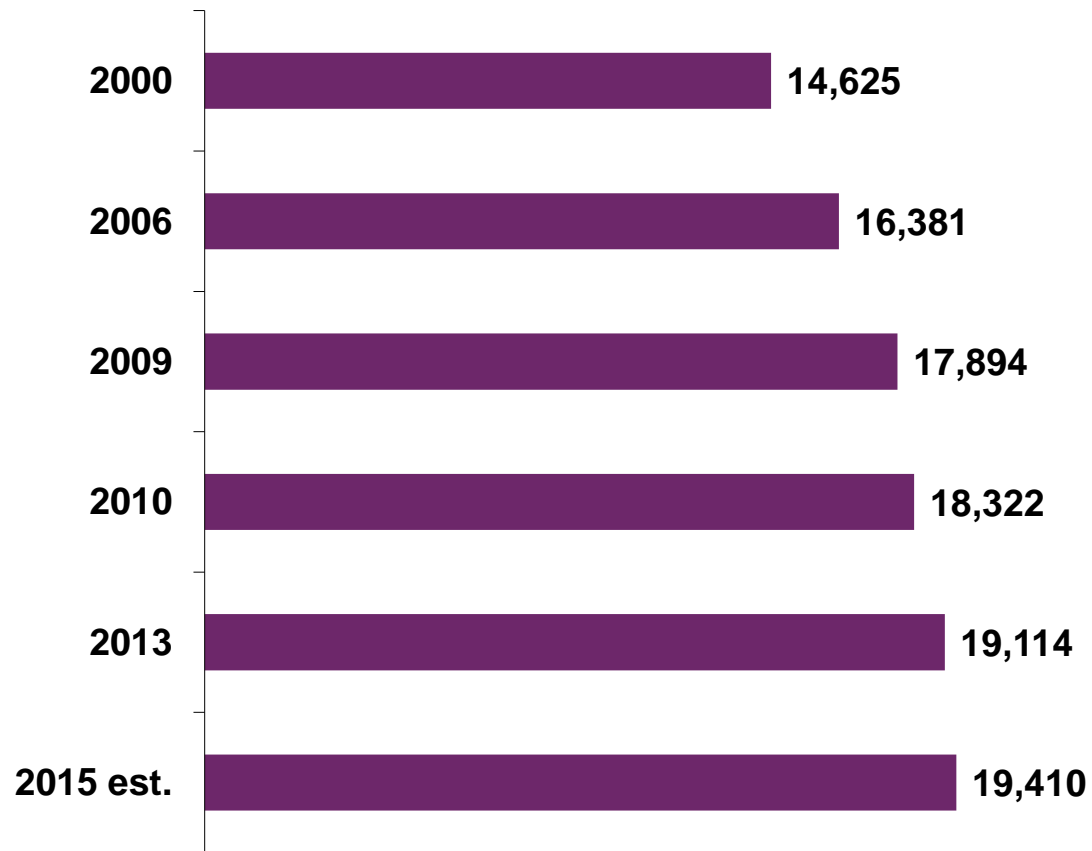
Source: Digital Factbook, 2011, page 11

Annual Miles Driven

(in trillions of miles)



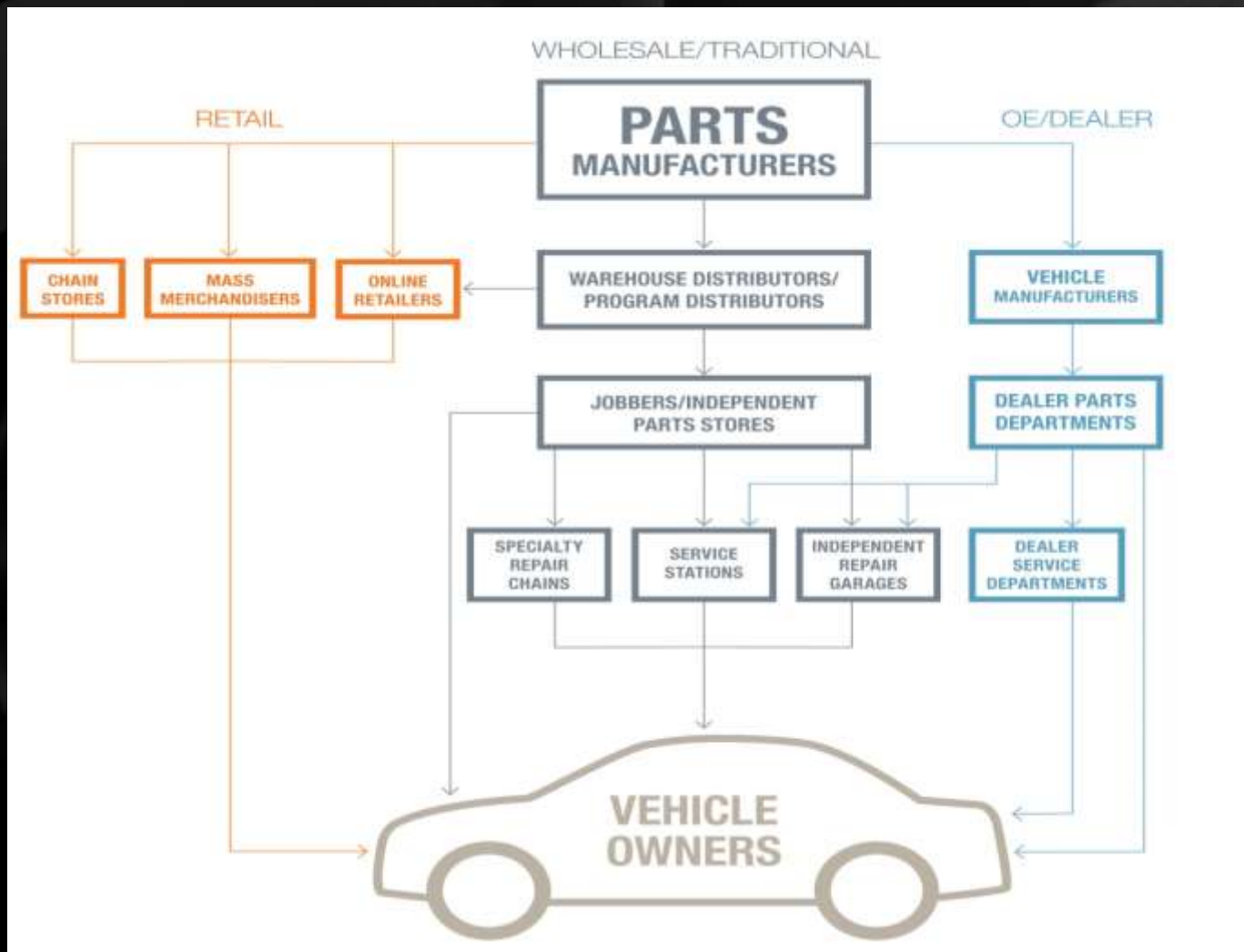
Retail Parts Store Population



Repair Locations

Repair Outlet Type	Number
Independent Repair Shops	78,205
New Car Dealerships	17,635
Independent Body Shops	34,450
Tire Dealers	19,678
Oil Change/Lubrication Shops	7,457
Service Stations with Service	7,500
Retail Department Stores	4,845
Total Outlets	169,771

U.S. Auto Care Industry Channels of Distribution



Barriers to SME Exports: Domestic

- Limited access to finance
- Problematic government regulations
- High transport costs
- Small scale of SME production

Barriers to SME Exports: Foreign

- Costly and nontransparent foreign government regulations
- Language and cultural barriers
- Inadequate knowledge of foreign markets
- Limited information to locate or analyze foreign markets
- Inability to contact potential overseas customers

Suggested Strategies

- Pool resources
- Collaborate with large firms
- Government programs
- Identify favorable regulatory structures
- Social networking
- Specialized pricing models

SMEs' Recommendations for Government Policies

- Negotiate additional trade agreements
- Devote additional resources to enforcing existing agreements
- Help SMEs with market access problems
- Provide SMEs with more information and education on export opportunities in foreign markets
- Streamline and reform regulations

Best Practices for Entering the U.S. Auto Care Market

- Understand Supply Chain
- Identify Strong Partners/Representatives
- Identify Market Intelligence Sources
- Understand Government and Industry Standards



THANK YOU

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