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John Bosin

Akzo Nobel Coatings

Vice Chair

Denise Piña

Brea Auto Body, Inc.



A Survey about Sources of Crash Parts

Presentation by the
2006 Parts Committee
San Jose, California
August 2, 2006



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Akzo Nobel Coatings

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Denise Piña

Brea Auto Body, Inc.



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Upcoming Topics

November

A Report from Europe:
Third Party Procurement of Parts



A Survey about Sources of Crash Parts

Performed by Babcox

BodyShop Business Subscribers
Were Sampled



A Survey about Sources of Crash Parts

A Big Thank You To:

Jon Owens

A Babcox Group Publisher

BodyShop Business

Counterman

aftermarketNews.com

AAPEX Show Properties



A Survey about Sources of Crash Parts

- *BodyShop Business* subscribers
- Randomly Chosen
- Annual Sales Over \$500,000
- 1000 1st Class Letters Mailed
- 109 Responses (11%)
- 39 States Represented



A Survey about Sources of Crash Parts

June 2006 Survey

- 3 Specific Sources of Crash Parts
- Aftermarket (non-OEM)
 - Recycled (salvaged)
 - OEM Dealers



A Survey about Sources of Crash Parts

The **Attributes** Being Rated Were:

- Sends the **correct part**
- In a reasonable amount of **time**
- Dealing with **knowledgeable** people
- No problem in **returning** a part
- The parts are of good **quality**
- The parts are **undamaged**



A Survey about Sources of Crash Parts

Body Shops were asked to write in the name of:

- their best and second-best source for aftermarket parts
- the vehicle make that represents their best and second-best supplier of OEM parts



A Survey about Sources of Crash Parts

Very Good = 1

Very Poor = 5

The Best Possible Score = 1.0



A Survey about Sources of Crash Parts

Sources of OEM Parts **1.4**

Sources of Aftermarket Parts **2.1**

Sources of Recycled Parts **2.2**

(1 – 5 Scale 1.0 = Best 5.0 = Worst)



A Survey about Sources of Crash Parts

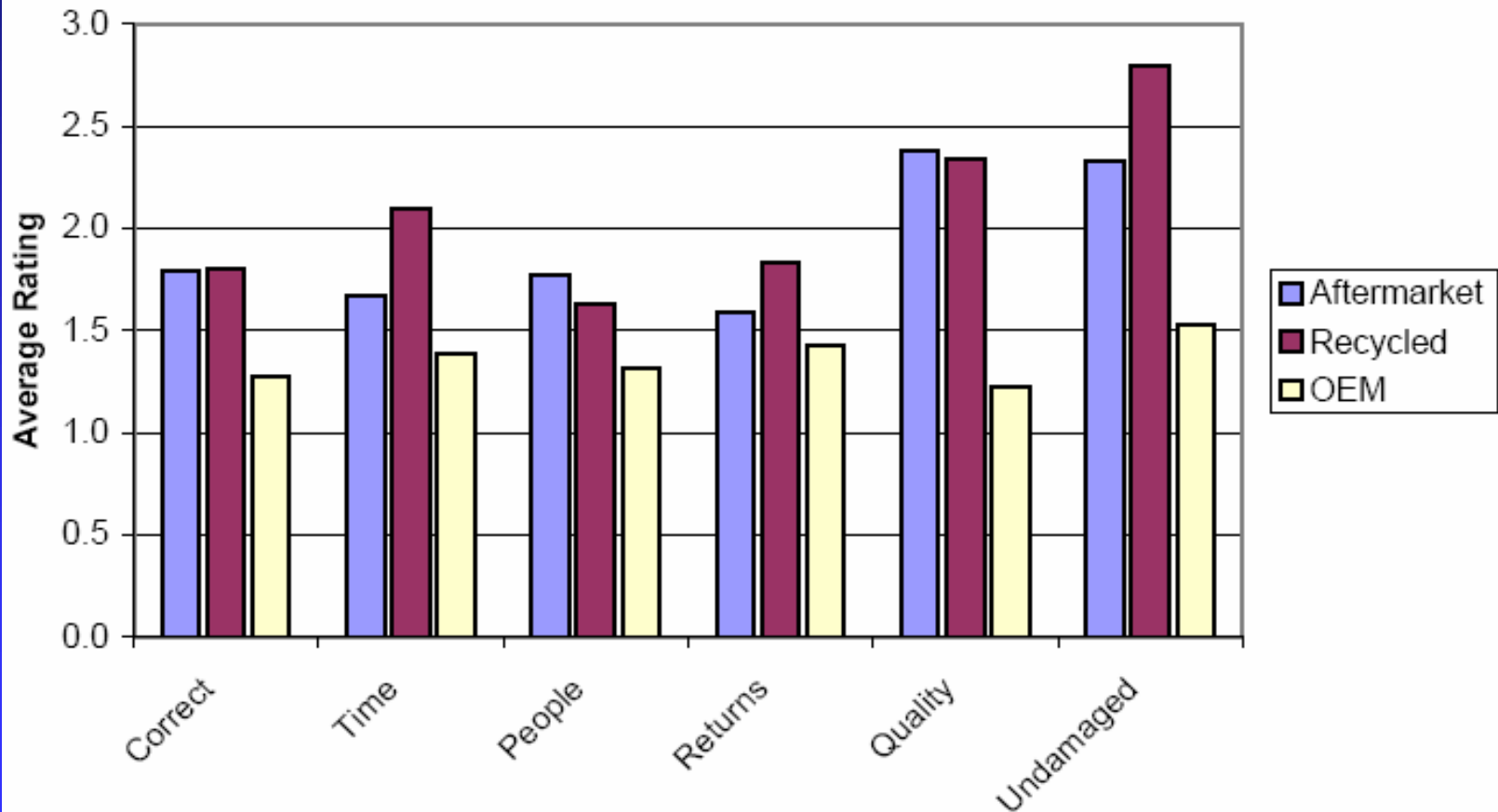
Scores

	Ratings for the Primary Source		
	<u>Aftermarket</u>	<u>Recycled</u>	<u>OEM</u>
Sends the correct part	1.8	1.8	1.3
Gets the part to me in a reasonable amount of time	1.7	2.1	1.4
The people I deal with are knowledgeable	1.8	1.6	1.3
There is no problem in returning a part	1.6	1.8	1.4
The parts I get from them are of good quality	2.4	2.3	1.2
The parts get to me undamaged	2.3	2.8	1.5



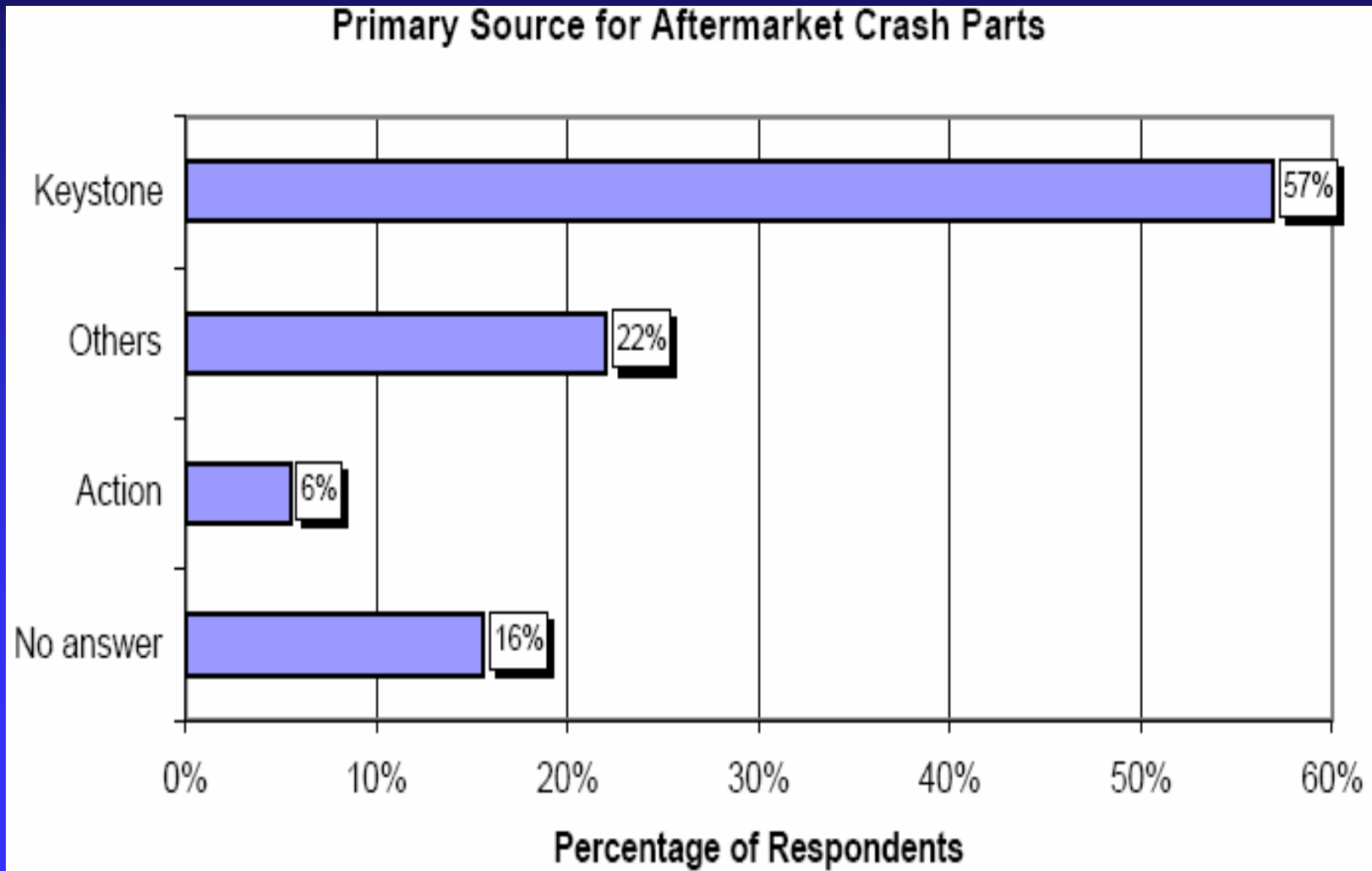
A Survey about Sources of Crash Parts

Ratings of Primary Sources for These Types of Parts
(a lower score = a better rating)

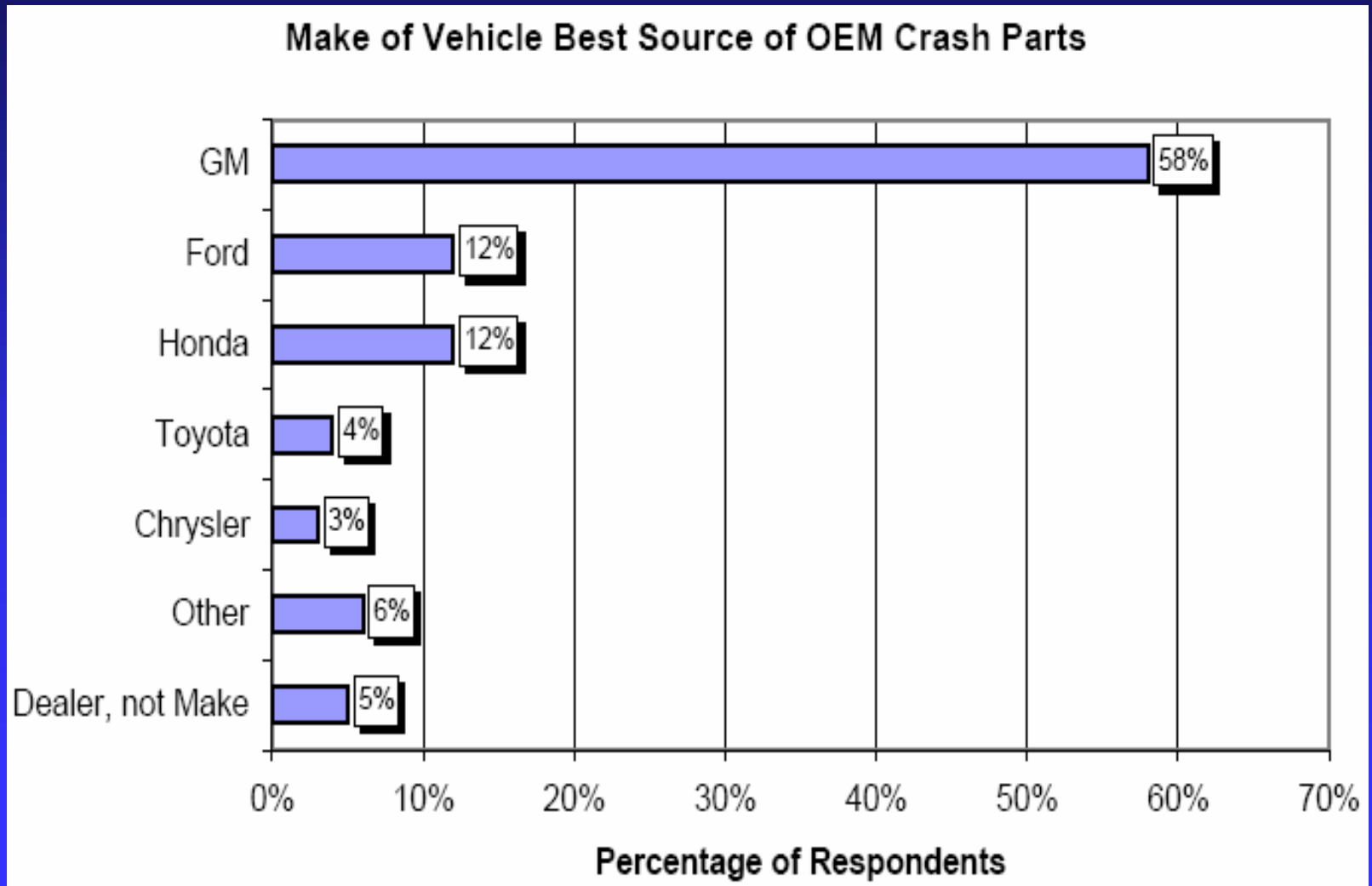




A Survey about Sources of Crash Parts



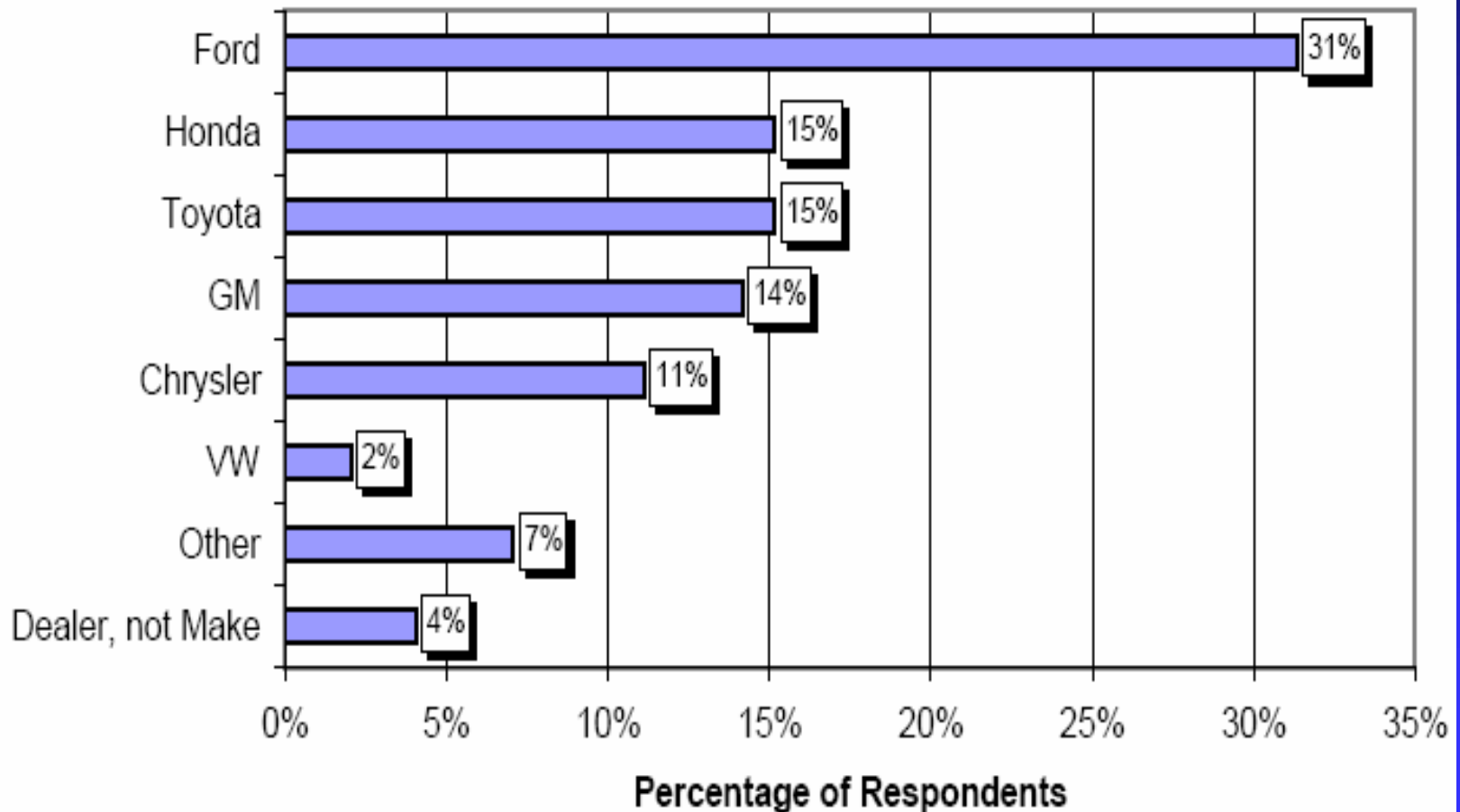
A Survey about Sources of Crash Parts



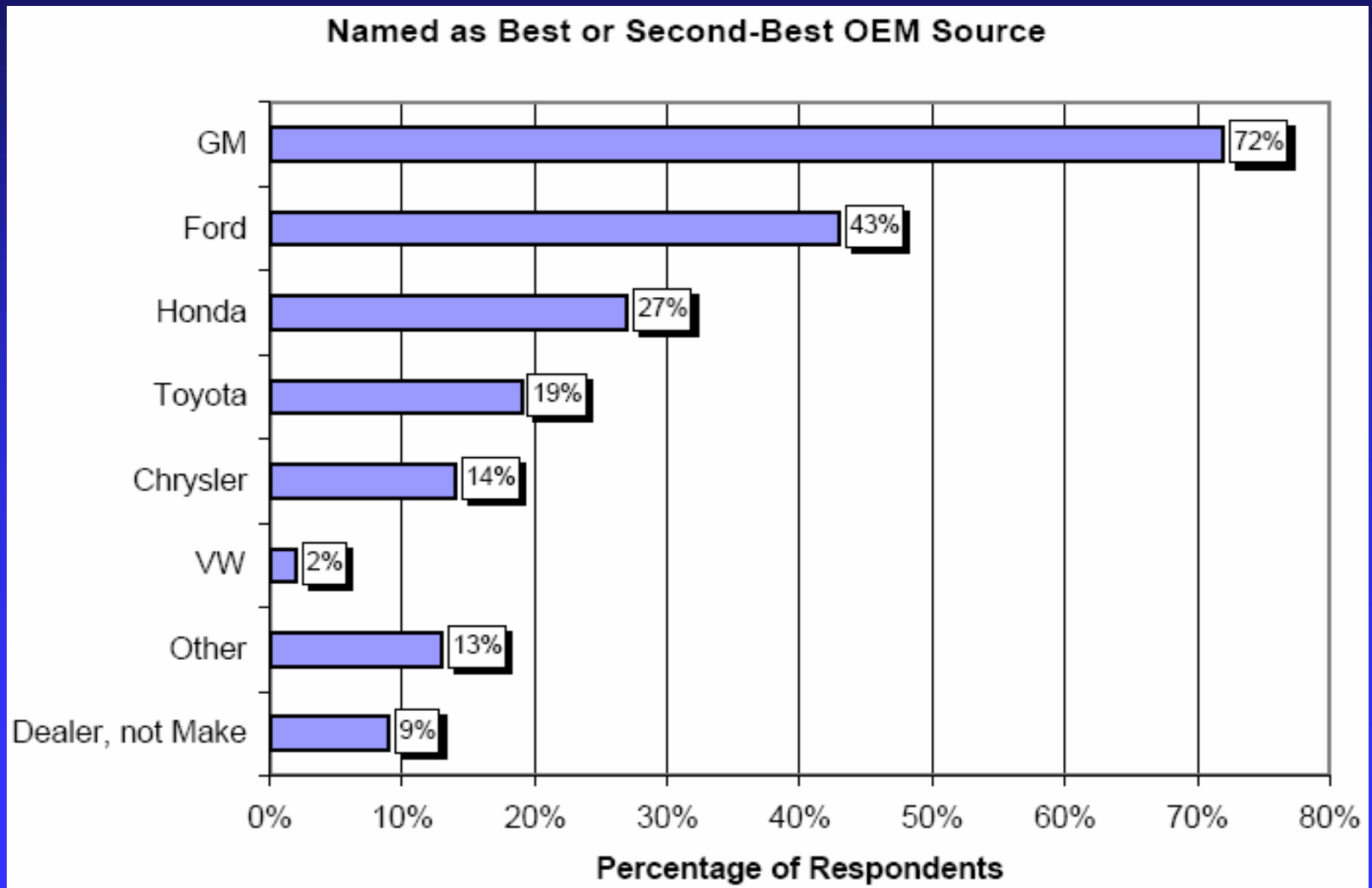
A Survey about Sources of Crash Parts



Second-Best Source of OEM Parts



A Survey about Sources of Crash Parts



A Survey About Your Sources for Crash Parts

We would like you to rate the sources you use for crash parts.

Please rate your preferred source (gives the best overall service) and secondary source for:

√ Aftermarket crash parts √ Recycled crash parts √ Original Equipment crash parts (new car dealers)

1. Rate your Top 2 Sources for **Aftermarket** Crash Parts (non-OEM parts):

Please NAME the company that is your best supplier of aftermarket parts: _____ Your second-best supplier _____

Attribute		Very Good	Good	Neutral	Poor	Very Poor
Sends the CORRECT PART	Primary source	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Secondary source	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gets the part to me in a reasonable amount of TIME	Primary source	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Secondary source	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The PEOPLE I deal with there are knowledgeable	Primary source	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Secondary source	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There is no problem in RETURNING a part	Primary source	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Secondary source	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The parts I get from them are of good QUALITY	Primary source	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Secondary source	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The parts get to me UNDAMAGED	Primary source	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Secondary source	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Rate your Top 2 Sources for **Recycled** (salvage) Crash Parts:

Attribute		Very Good	Good	Neutral	Poor	Very Poor
Sends the CORRECT PART	Primary source	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Secondary source	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gets the part to me in a reasonable amount of TIME	Primary source	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Secondary source	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The PEOPLE I deal with there are knowledgeable	Primary source	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Secondary source	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There is no problem in RETURNING a part	Primary source	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Secondary source	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The parts I get from them are of good QUALITY	Primary source	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Secondary source	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The parts get to me UNDAMAGED	Primary source	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Secondary source	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Rate your Top 2 Sources for **Original Equipment** Crash Parts (new car dealership):

Attribute		Very Good	Good	Neutral	Poor	Very Poor
Sends the CORRECT PART	Best Supplier	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Second-best Supplier	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gets the part to me in a reasonable amount of TIME	Best Supplier	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Second-best Supplier	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The PEOPLE I deal with there are knowledgeable	Best Supplier	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Second-best Supplier	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There is no problem in RETURNING a part	Best Supplier	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Second-best Supplier	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The parts I get from them are of good QUALITY	Best Supplier	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Second-best Supplier	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The parts get to me UNDAMAGED	Best Supplier	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Second-best Supplier	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please NAME the MAKE of vehicle (GM, Honda, etc) that is your best supplier: _____ Your second-best supplier _____

Thank you! Please return the completed questionnaire in the envelope we provided.





A Survey about Sources of Crash Parts

Questions or Comments?