



Ford Response To November CIC Design Patent Parts Pricing Discussion

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Why Am I Here?

- At The November CIC Design Patent Presentation The Aftermarket Presented Misleading Info Claiming
 - ◆ (Design Patents) + (Price Increase) = Bad Intent by Ford
- Aftermarket Claims Of:
 - ◆ Monopolistic Behavior and Price Gouging by Ford
 - ◆ Design Patents Restrict Consumers' Choice and Raise The Cost of Collision Repairs



During The Q&A

- I Asked For List Of Parts Used In The Aftermarket Pricing Example (Concerns Of Cherry-picking)
- I Expressed:
 - ◆ That Price Increases Alone Do Not Indicate Bad Behavior
 - ◆ There Are Legitimate Business Factors That Impact Any Business' Need To Price (Increase or Decrease)
- Claims By Some That Design Patents Are Intended For Primary Vehicle Market Only, Not Secondary Parts Market
- Need For A Win/Win Solution



What I Hope To Accomplish

- Definition—”Design” Patents vs. Utility Patents
- Clear-up The Misleading Pricing Analysis and The Aftermarket’s Claims
- Address Other Q&A Topics
- Assure the Industry We Are All For Competition and Choice But We Are A Business (Like Everyone In The Room) That Must Cover Our Costs To Stay In Business



Design vs. Utility Patent

The screenshot shows a Google search interface. The search bar contains the text "utility patent". Below the search bar, the results are displayed. The first three results are sponsored links:

- Software Patent** (Sponsored Links)
www.LegalZoom.com File Design and Provisional Patents Easily! As seen in Popular Science.
- Utility Patent for \$1285**
www.24hrpatent.com Award winning Filing Service Award winning Customer Service
- How To Patent Your Idea**
www.InventionHome.com Request Your Free Patent Kit Now. Get Real Success With Your Patent

The fourth result is an organic search result:

What is the Difference Between a Design Patent and a Utility Patent?
A **utility patent** protects any new invention or functional improvements on ... The life of a U.S. **utility patent** lasts 20 years from the date of filing ...
www.wisegEEK.com/what-is-the-difference-between-a-design-patent-and-a-utility-patent.htm -
[Cached](#) - [Similar](#)



Design Patent

- The difference between a design patent and a utility patent is that a design patent protects the ornamental design, configuration, improved decorative appearance, or shape of an invention. This patent is appropriate when the basic product already exists in the marketplace and is not being improved upon in function but only in style. For example, designer eyeglass frames, the original Coca-Cola bottles, and "Pet Rocks" would have all been protected with design patents
- A U.S. design patent lasts for 14 years



Utility Patent

- A utility patent protects any new invention or functional improvements on existing inventions. This can be to a product, machine, a process, or even composition of matter. For example, going from LED technology to OLED would call for a new utility patent. In this case the material of the light emitting diodes has gone from the synthetic material used in LEDs to organic material in OLEDs. Other examples would be a better carburetor, a new type of self-fastening diaper or a new recipe
- A U.S. utility patent lasts for 20 years

November CIC Aftermarket Design Patent Presentation Example



Crash Parts Monopoly Gouges Consumers

DESCRIPTION	CAR COMPANY LIST 2007	CAR COMPANY LIST (November 2008)	COST INCREASE \$	COST INCREASE %
Valance 2wd	\$43.90	\$79.63	\$35.73	81.4%
Valance 4wd	\$49.23	\$71.03	\$21.80	44.3%
Grille	\$246.57	\$329.63	\$83.06	33.7%
Mirror	\$118.82	\$158.33	\$39.51	33.3%
Tail Light	\$50.87	\$60.88	\$10.01	19.7%

F-150 ITC Case--Parts List From the QPC Website



Crash Parts Monopoly Gouges Consumers (Nov. 2008 Snapshot)

In the case of the Ford F-150, where Ford temporarily blocked competition on seven much-needed collision replacement parts, prices on five of those seven parts increased.

PARTS DESCRIPTION	CAR COMPANY LIST (2007 ORIGINAL)	CAR COMPANY LIST (NOVEMBER 2008)	COST INCREASE (IN DOLLARS)	COST INCREASE (PERCENTAGE)
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2007-2007 Ford F-150 Side-View Mirror LH/RH	\$118.82	\$145.50 / \$158.33	\$26.68 / \$39.51	22.5% / 33.3%
2004-2007 Ford F-150 Tail Lamp Flareside LH/RH	\$50.87	\$60.88 / \$59.60	\$10.01 / \$8.73	19.7% / 17.2%

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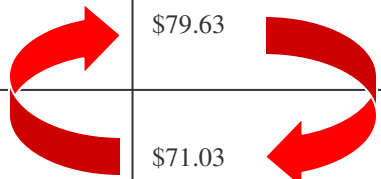
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F-150 ITC Case - **QPC Website** **ist From the**

Claims of monopolistic behavior and price gouging



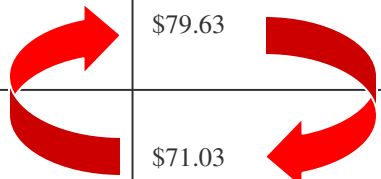
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F-150 ITC Case - *Crash Parts Monopoly* - *QPC Website*

Claims of monopolistic behavior and price gouging

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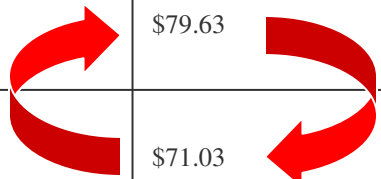
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If we acted monopolistically, why didn't we raise all seven part prices?

Why didn't QPC show the decreases?



F-150 ITC Case- QPC Website



Claims of monopolistic behavior and price gouging

What did the makers of copy aftermarket parts do during this same time period ?

What was the specific date of this price sheet ?

Crash Parts Monopoly Gouges Consumers (Nov. 2008 Snapshot)
 In the case of the Ford F-150, where Ford temporarily blocked competition on several collision replacement parts, prices on five of those seven parts increased.

We assume this should be 2004 - 2007 ?

PARTS DESCRIPTION	CAR COMPANY LIST (2007 ORIGINAL)	CAR COMPANY LIST (NOVEMBER 2008)	COST INCREASE	% INCREASE
2004-2007 Ford F-150 (4WD) Lower Bumper Valance	\$43.90	\$79.63	\$35.73	
2004-2007 Ford F-150 (2WD) Lower Bumper Valance	\$49.23	\$71.03	\$21.80	
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Ford's Analysis Of All F-150 ITC Parts

PARTS DESCRIPTION	FORD LIST (2007 ORIGINAL)	FORD LIST (NOVEMBER 2008)	FORD COST INCREASE (IN DOLLARS)	FORD COST INCREASE (PERCENTAGE)
2004-2007 Ford F-150 (4WD) Lower Bumper Valance	\$43.90	\$71.03	\$27.13	61.8%
2004-2007 Ford F-150 (2WD) Lower Bumper Valance	\$49.23	\$79.63	\$30.40	61.8%
2004-2007 Ford F-150 ▪ Honey Comb Grille	\$367.65	\$312.87	(\$54.78)	-14.9%
2004-2007 Ford F-150 ▪ Honey Comb Grille w/ Chrome surround	\$246.57	\$329.63	\$83.06	33.7%
2004-2007 Ford F-150 Side-View Mirror RH	\$118.82	\$145.50	\$26.68	22.5%
2004-2007 Ford F-150 Side-View Mirror LH	\$105.27	\$158.33	\$53.06	50.4%
2004-2007 Ford F-150 Tail Lamp Flareside RH	\$69.95	\$60.88	(\$9.07)	-13.0%
2004-2007 Ford F-150 Tail Lamp Flareside LH	\$69.95	\$65.78	(\$4.17)	-6.0%
2004-2007 Ford F-150 Headlamp RH	\$236.00	\$237.46	\$1.46	0.6%
2004-2007 Ford F-150 Headlamp LH	\$236.00	\$237.46	\$1.46	0.6%
2004-2007 Ford F-150 Tail Lamp Styleside RH	\$47.77	\$46.00	(\$1.77)	-3.7%
2004-2007 Ford F-150 Tail Lamp Styleside LH	\$47.77	\$46.00	(\$1.77)	-3.7%



Ford's Analysis Of All F-150 ITC Parts

PARTS DESCRIPTION	FORD LIST (2007 ORIGINAL)	FORD LIST (NOVEMBER 2008)	FORD COST INCREASE (IN DOLLARS)	FORD COST INCREASE (PERCENTAGE)	AFTERMARKET COPY PARTS	
2004-2007 Ford F-150 (4WD) Lower Bumper Valance	\$43.90	\$71.03	\$27.13	61.8%	84.8%	
2004-2007 Ford F-150 (2WD) Lower Bumper Valance	\$49.23	\$79.63	\$30.40	61.8%	-3.8%	
2004-2007 Ford F-150 ▪ Honey Comb Grille	\$367.65	\$312.87	(\$54.78)	-14.9%	39.1%	*
2004-2007 Ford F-150 ▪ Honey Comb Grille w/ Chrome surround	\$246.57	\$329.63	\$83.06	33.7%	39.0%	
2004-2007 Ford F-150 Side-View Mirror RH	\$118.82	\$145.50	\$26.68	22.5%	6.8%	*
2004-2007 Ford F-150 Side-View Mirror LH	\$105.27	\$158.33	\$53.06	50.4%	-0.3%	
2004-2007 Ford F-150 Tail Lamp Flareside RH	\$69.95	\$60.88	(\$9.07)	-13.0%	66.5%	*
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2004-2007 Ford F-150 Headlamp RH	\$236.00	\$237.46	\$1.46	0.6%	2.7%	*
2004-2007 Ford F-150 Headlamp LH	\$236.00	\$237.46	\$1.46	0.6%	-3.3%	*
2004-2007 Ford F-150 Tail Lamp Styleside RH	\$47.77	\$46.00	(\$1.77)	-3.7%	17.8%	*
2004-2007 Ford F-150 Tail Lamp Styleside LH	\$47.77	\$46.00	(\$1.77)	-3.7%	1.7%	*



Wait A Minute???

	Ford List Price		Ford +/- Jul '07 - Nov '08		Avg. AM List		Aftermarket +/- Jul '07 - Nov '08		
	7/07	11/08	\$	%	7/07	11/08	\$	%	
F-150 ITC Parts	7/07	11/08	\$	%	7/07	11/08	\$	%	
Grand Total	\$ 1,639	\$ 1,791	\$ 152	9.3%	\$ 1,008	\$ 1,201	\$ 193	19.1%	
Differential--Ford B/(W)					\$ (631)	\$ (589)			

- If Ford's Behavior Was "Monopolistic" And "Price Gouging", What Was The Aftermarket's Behavior?

These Average Aftermarket Price Increases Were Prior to the Ford/LKQ Agreement and are Not Caused By The Royalty Payment

How Supercessions Further Confuse The Issue



Example 1:

Parts Description	Ford Part No.	Ford List Price		
		1/07	7/07	11/08
Side-View Mirror--Right	4L3Z-17682-BAA	n/a	n/a	n/a
	4L3Z-17682-BAB	\$ 140.97	n/a	n/a
	6L3Z-17682-BA	\$ 118.82	\$ 118.82	n/a
	8L3Z-17682-EA	n/a	n/a	\$ 145.50

Example 2:

Tail Lamp (Flareside)--Right	7L3Z-13404-BA	7L3Z13404BA	\$ 69.95	\$ 60.88
Tail Lamp (Flareside)--Left	4L3Z-13405-BB	4L3Z13405BB	\$ 50.87	\$ 59.90
	7L3Z-13405-BA		\$ 69.95	\$ 65.78



Ford Competitive Parts Programs

- Truckload Parts Program
- Conquest Program And Price Match Pilot
 - ◆ Body Shops Need To Use OE Connection's CollisionLink To Take Advantage Of These Programs
- Programs Are Equally Applicable To Both “Design” Patent And “Non-design” Patent Competitive Collision Parts
- If We Were Acting Monopolistically, We Would Exclude “Design” Patent Parts From These Programs

Multiple Causes of Price Changes

(Increases and Decreases)



- Originally Priced Wrong At Part Release (Its Birth)
- Material Cost Increases:
 - ◆ Raw Materials
 - ◆ Supply Base Disruptions
 - ◆ As Part Moves From “In-production” To “Out-of-production”
 - ◆ Decline In Volumes Causing Set-up Fees To Be Spread Over Fewer Parts Purchased
- Impact On Vehicle Cost-of-ownership
- Meet Competitive Situation
- Individual Parts Income Statement—Financial Allocations (Cost Of Doing Business)
- Inflation

Correlation Does Not Always Equal Causation

OEM's Are Not The Only Ones Raising Prices

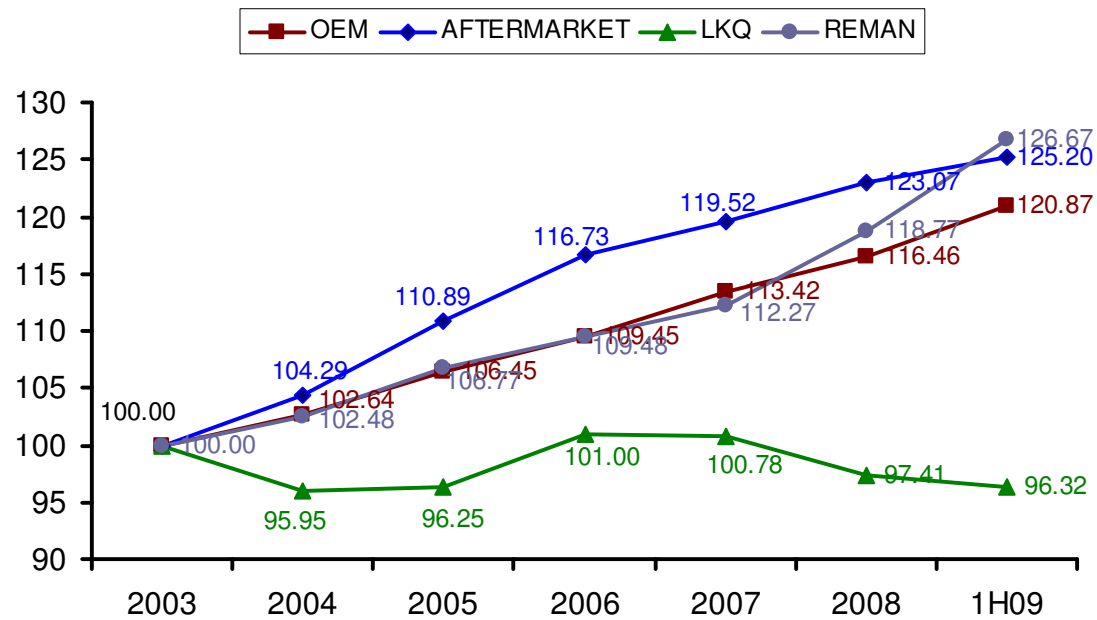


Mitchell **WorkCenter**

IT'S YOUR PROCESS. IT'S YOUR WORKCENTER.™

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The Mitchell Collision Parts Price Index (by part type)

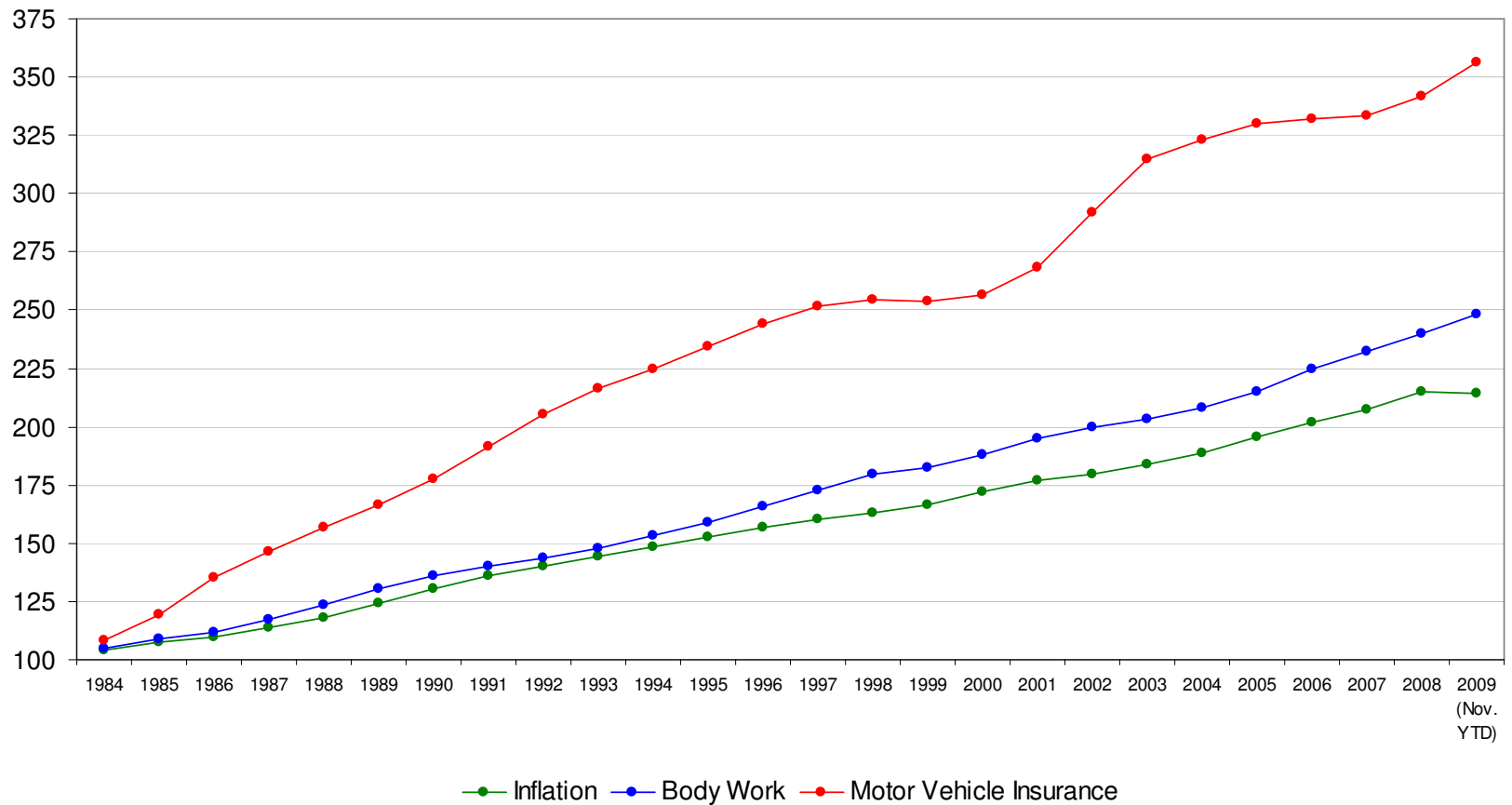


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Parts Suppliers Are Not The Only Ones Raising Prices



U.S. Dept. of Labor - Bureau of Labor Statistics
Consumer Price Index - All Urban Consumers





Understanding The Previous Chart

- The Consumer Price Index (CPI) Reflects Changes In Prices Paid By Consumers For A Representative Basket Of Goods And Services. The CPI For All Urban Consumers Is The Index Most Often Reported By National Media
- The Simplest Way To Understand This Is To Say What Cost \$100 In 1984 Costs \$xxx Today
- Based On The Actual Data, Over The 25-year Period:
 - ◆ Auto Insurance Costs Increased 229.1%
(Or 9.2% Per Year)
 - ◆ Body Work Costs Increased 137.4%
(Or 5.5% Per Year)
 - ◆ Overall Inflation Has Grown 106.4%
(Or 4.3% Per Year)

Complete Disregard For OEM's Design Cost & Investment



- False Argument That Auto Manufacturers Recoup All Design Cost From Primary Vehicle Sales
- And... “Cheaper” Parts For The Secondary Parts Market Justifies Stealing And Copying Of OEM Design Investments

Primary Vehicle Market vs. Secondary Parts Market



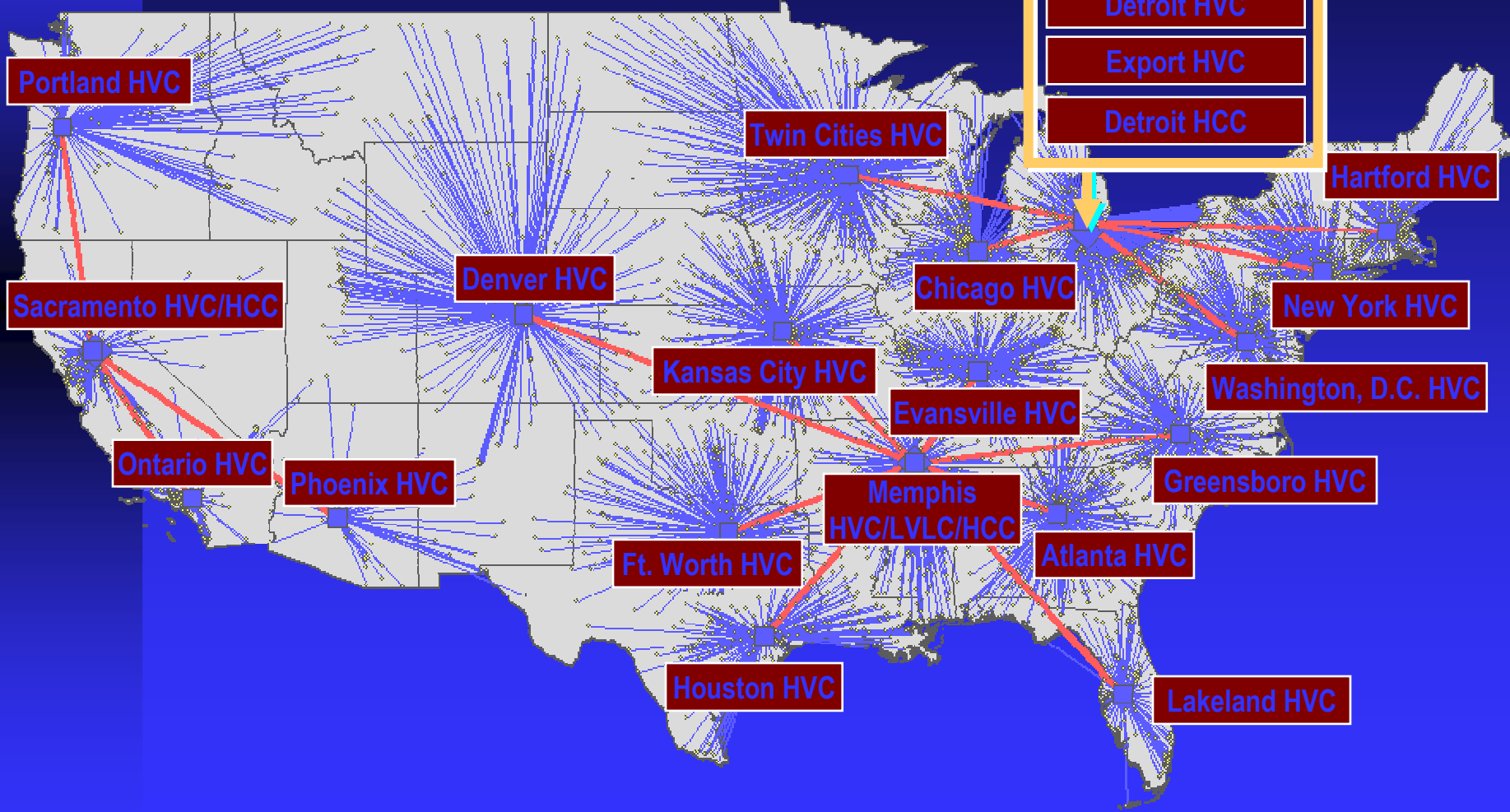
- As A Producer Of Automobiles, Ford Has An Obligation To Ensure Parts Availability To Our Vehicle Owners Beyond Just The Original Vehicle Sale
- The Cost Of This Parts Business Is Not Included In The Cost Of The Vehicle
- Ford Must Maintain Our Parts Distribution System Whether We Ship One Part Through It... Or Millions Of Parts
- The Fewer Parts Shipped Via This System, The More Expensive The Burden Becomes Per Part
- *Rolex Would Sue The Copiers Of A Complete Watch Just As They Would The Copiers Of Just The Watch Bezel*



Ford Daily Parts Advantage

- 19 High Velocity Centers – (HVC)
- 3 High Cube Centers – (HCC)
- 1 Low Volume/Low Cube Center – (LV/LC)
- 1 National Parts Distribution Center – (NPD)
- 1 Export High Velocity Center
- 1 Parts Redistribution Center – (PRC)

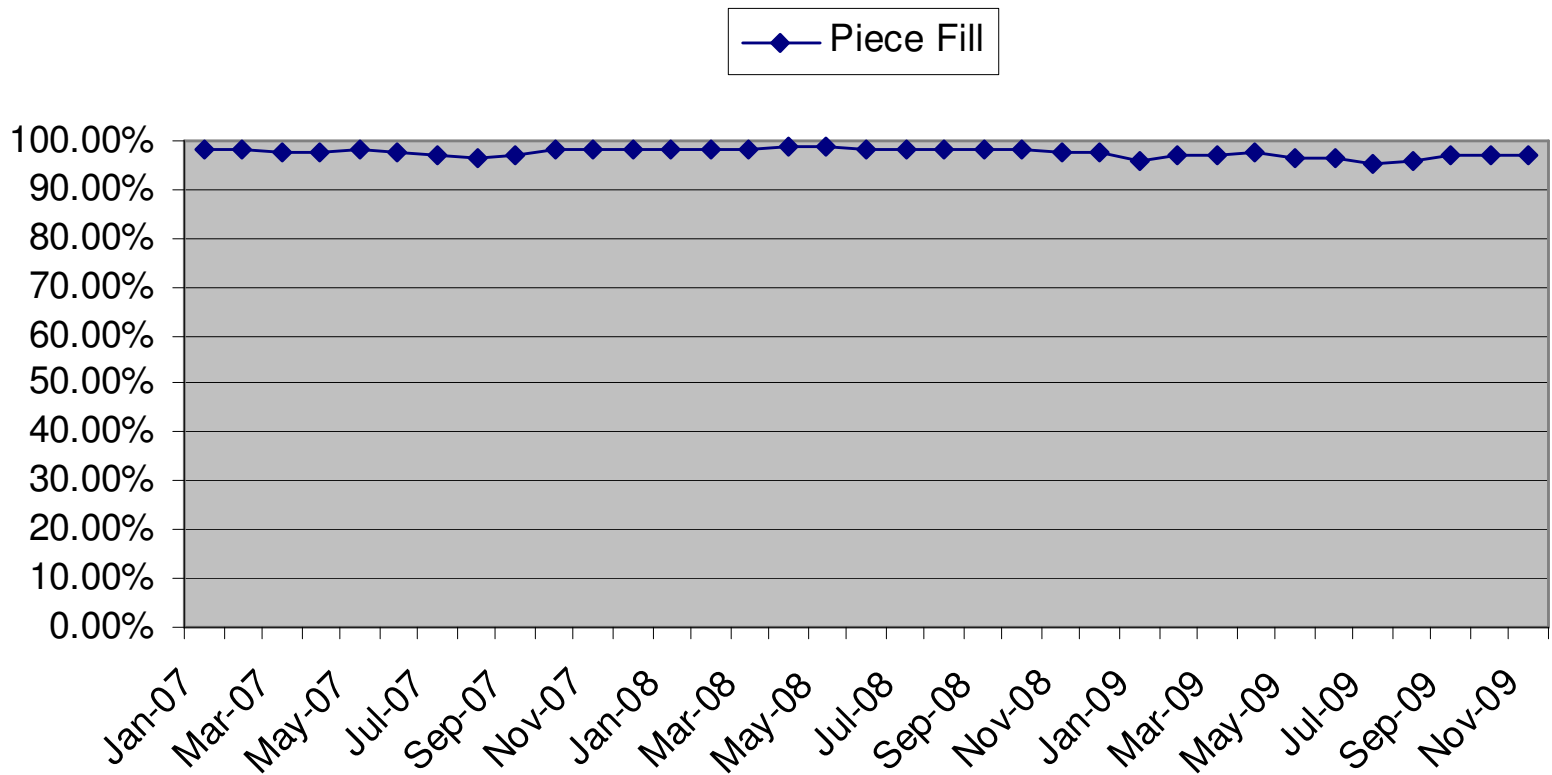
Daily Parts Advantage





Ford Parts Supply

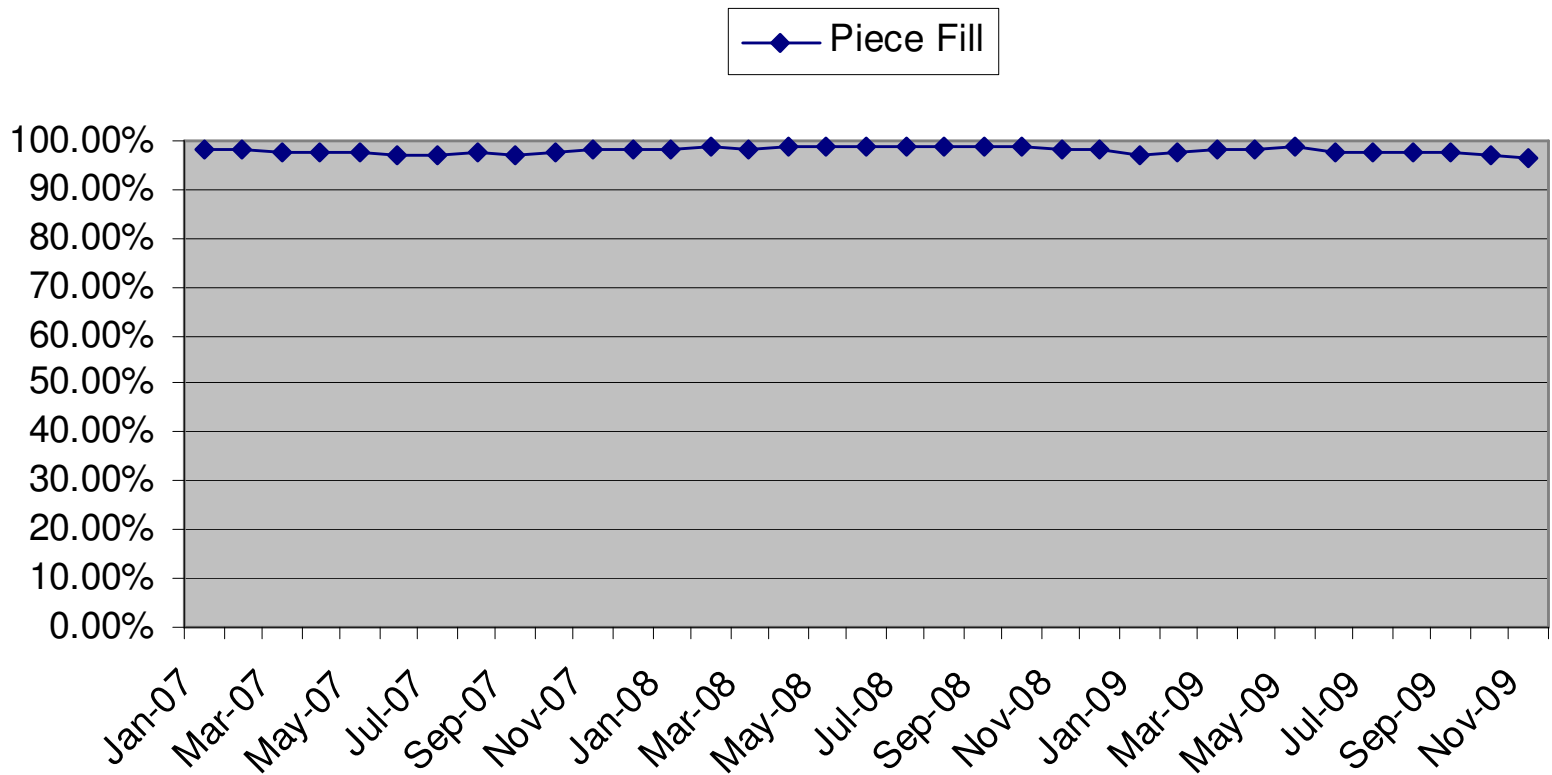
Ford Dlr & FAD-ICC Daily Piece Fill





Ford Collision Parts Supply

Ford Collision Parts Daily Piece Fill



Prices 7.3% Higher For European Countries w/o Design Patent Laws



ACEA

Brussels, 16 February 2005

DESIGN N° 199

WG.IP/12/05

BARS/50/05

JC/44/05

LC/22/05

Subject: Results of Eurotax survey on spare parts prices

Please find herewith the results of a comprehensive survey regarding spare part prices in the EU carried out by Eurotax Glass's in January 2005.

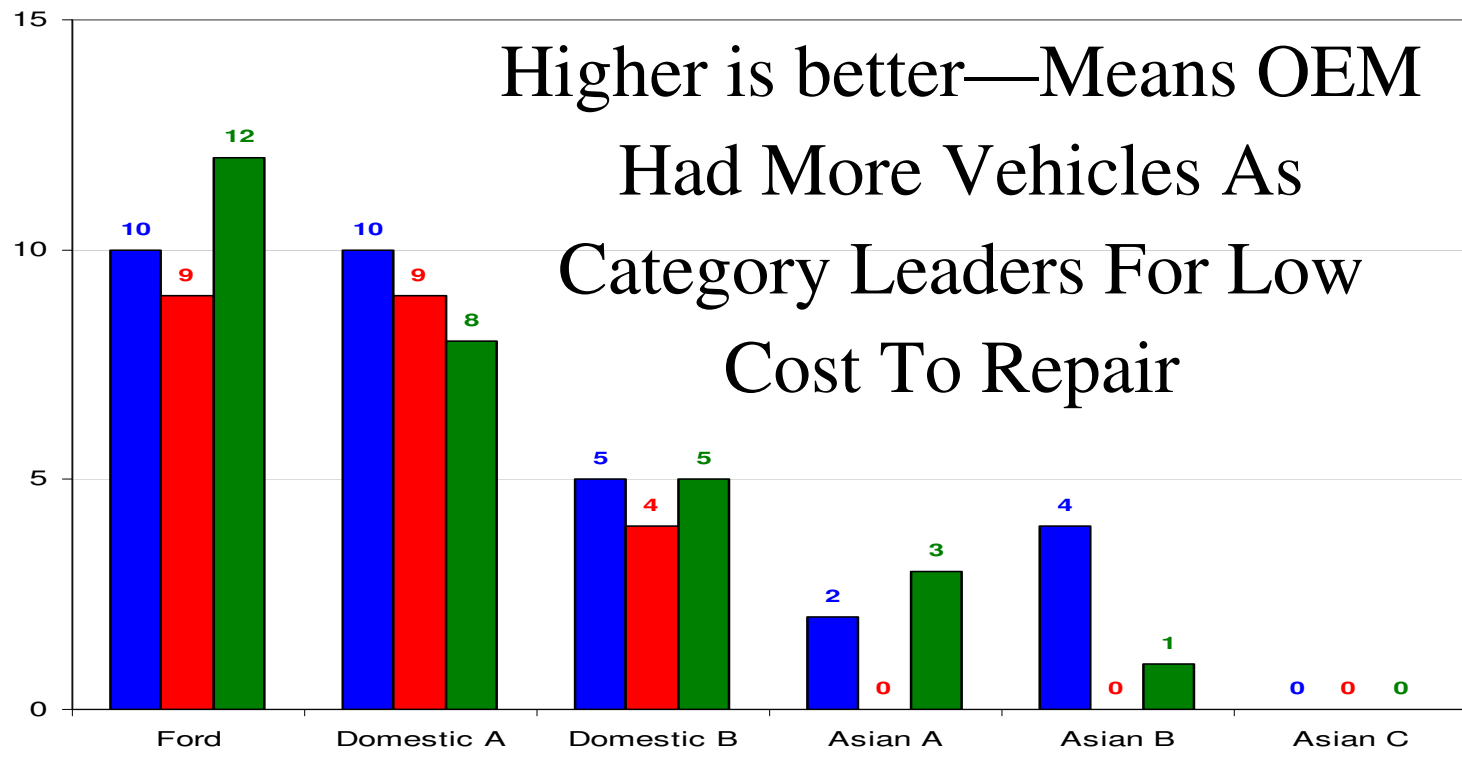
It appears from this survey that the average price in countries without design protection is 7.3% higher than the average price in countries with design protection.

Ford Improved On NHTSA Insurance Cost Study Even With Design Patents



NHTSA Collision Insurance Cost
Category Leaders

■ 2007 ■ 2008 ■ 2009





Ford/LKQ Design Patent Agreement

- WIN/WIN Solution
 - ◆ Allows For A Healthy Aftermarket & Competition With Ford OEM Parts
 - ◆ Allows For Choice In The Market
 - ◆ Allows Ford To Recoup Some Design Cost Over The Life Of The Vehicle Instead Of Front Loading It All In The Initial Price Of The Vehicle
 - ◆ Allows For Easy Administration Of Royalty
 - ◆ Makes Peace From April 2009 – September 2011



The Customer Is Our Concern

- The Aftermarket Says They Provide Cheaper Prices For The Customer—But Most Customers Do Not Know These Parts Are Even Being Used To Repair Their Vehicles
- Competition Always Exist From Salvage, Reconditioned/Reman and Alternative OEM
- Vehicle Cost-of-Ownership Is A Major Consideration
- At The End Of The Day, All Ford Asks Is That Fully Informed Customers Are Allowed To Make The Choice Of Parts Used To Repair Their Vehicles
- We Are “Pro-choice” For A Fully Informed Customer and Have Increased Customer Choice via Our Agreement with LKQ



Supporting Documentation



Our Parts List

QPC Parts Description	Ford Part No.	Ford Part No.	Ford List Price	
	Ford Study	QPC Study	7/07	11/08
Lower Bumper Valance (4WD)	4L3Z-17626-BAB	4L3Z17626BAB	\$ 43.90	\$ 71.03
Lower Bumper Valance (2WD)	4L3Z-17626-AAB	4L3Z17626AAB	\$ 49.23	\$ 79.63
Honey Comb Grille w/ Chrome Surround	4L3Z-8200-DA		\$ 367.65	\$ 312.87
Honey Comb Grille w/ Paint-to-match Surround	4L3Z-8200-CAPTM	4L3Z8200CAPTM	\$ 246.57	\$ 329.63
Side-View Mirror--Right	6L3Z-17682-BA		\$ 118.82	-
	8L3Z-17682-EA	8L3Z17682EA	-	\$ 145.50
Side-View Mirror--Left	6L3Z-17683-BA		\$ 105.27	-
	8L3Z-17683-EA	8L3Z17683EA	-	\$ 158.33
Tail Lamp (Flareside)--Right	7L3Z-13404-BA	7L3Z13404BA	\$ 69.95	\$ 60.88
Tail Lamp (Flareside)--Left	4L3Z-13405-BB	4L3Z13405BB	\$ 50.87	\$ 59.90
	7L3Z-13405-BA		\$ 69.95	\$ 65.78
QPC Exclusions				
Headlamp--Right	7L3Z-13008-FA	7L3Z13008FA	\$ 236.00	\$ 237.46
Headlamp--Left	7L3Z-13008-GA	7L3Z13008GA	\$ 236.00	\$ 237.46
Tail Lamp (Styleside)--Right	5L3Z-13404-CA	6L3Z13404BA	\$ 47.77	\$ 46.00
Tail Lamp (Styleside)--Left	5L3Z-13405-CA	6L3Z13405BA	\$ 47.77	\$ 46.00
Grand Total			\$ 1,638.88	\$ 1,790.57
+/-				\$ 151.69
Percentage Change @ List Price				9.3%



Specific QPC Pricing Response

QPC Parts Description	Ford List Price		Ford +/- Jul '07 - Nov '08		Avg. AM List		Aftermarket +/- Jul '07 - Nov '08		
	7/07	11/08	\$	%	7/07	11/08	\$	%	
Lower Bumper Valance (4WD)	\$ 43.90	\$ 71.03	\$ 27.13	61.8%	\$ 33.98	\$ 62.80	\$ 28.82	84.8%	
Lower Bumper Valance (2WD)	\$ 49.23	\$ 79.63	\$ 30.40	61.8%	\$ 37.16	\$ 35.74	\$ (1.42)	-3.8%	
Honey Comb Grille w/ Chrome Surround	\$ 367.65	\$ 312.87	\$ (54.78)	-14.9%	\$ 129.50	\$ 180.18	\$ 50.68	39.1%	
Honey Comb Grille w/ Paint-to-match Surround	\$ 246.57	\$ 329.63	\$ 83.06	33.7%	\$ 149.00	\$ 207.15	\$ 58.15	39.0%	
Side-View Mirror--Right	\$ 118.82	\$ 145.50	\$ 26.68	22.5%	\$ 90.92	\$ 97.13	\$ 6.21	6.8%	
Side-View Mirror--Left	\$ 105.27	\$ 158.33	\$ 53.06	50.4%	\$ 91.27	\$ 91.00	\$ (0.27)	-0.3%	
Tail Lamp (Flareside)--Right	\$ 69.95	\$ 60.88	\$ (9.07)	-13.0%	\$ 35.50	\$ 59.12	\$ 23.62	66.5%	
Tail Lamp (Flareside)--Left	\$ 69.95	\$ 65.78	\$ (4.17)	-6.0%	\$ 37.00	\$ 59.12	\$ 22.12	59.8%	
QPC Exclusions									
Headlamp--Right	\$ 236.00	\$ 237.46	\$ 1.46	0.6%	\$ 161.67	\$ 166.00	\$ 4.33	2.7%	
Headlamp--Left	\$ 236.00	\$ 237.46	\$ 1.46	0.6%	\$ 171.68	\$ 165.97	\$ (5.71)	-3.3%	
Tail Lamp (Styleside)--Right	\$ 47.77	\$ 46.00	\$ (1.77)	-3.7%	\$ 32.27	\$ 38.00	\$ 5.73	17.8%	
Tail Lamp (Styleside)--Left	\$ 47.77	\$ 46.00	\$ (1.77)	-3.7%	\$ 38.43	\$ 39.07	\$ 0.64	1.7%	
Grand Total	\$ 1,638.88	\$ 1,790.57	\$ 151.69	9.3%	\$ 1,008.38	\$ 1,201.27	\$ 192.89	19.1%	
Differential--Ford B/(W)					\$ (630.50)	\$ (589.30)			

Source of average aftermarket price comes from one of the three large body shop estimating equipment companies

Mitchell Price Index



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The Mitchell Collision Parts Price Index (MCPPI)

- Top 20 most common replaced collision parts
- Indexed with 100 being 2003 base year
- Used to measure against the CPI and other indexed estimate elements to assess inflationary trends

Top 20 Parts

Belt Moldings
Bumper Covers
Bumper Reinforcements
Condensers
Deck Lid Refinish Panel
Deck Lids
Door Rear View Mirrors
Door Shells
Fenders
Grilles
Headlamps
Hoods
Park Lamps
Radiator Supports
Radiators
Receiver / Dryer
Side Moldings
Tail Lamps
Turn Signals
Wheels

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Mitchell Price Index

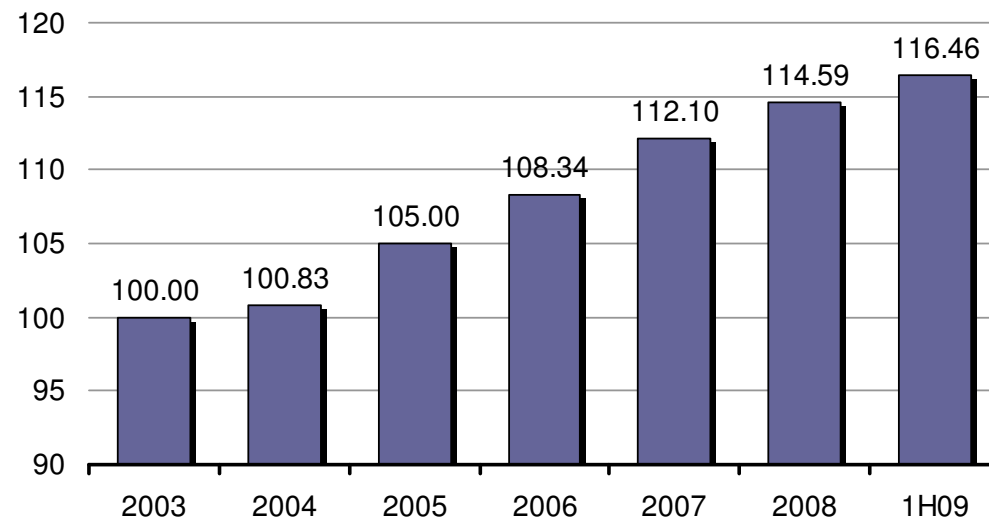


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The Mitchell Composite Collision Parts Price Index



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Consumer Price Index



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Data extracted on: January 5, 2010 (11:28:07 AM)

Consumer Price Index - All Urban Consumers

Series Id: CUUR0000SA0, CUUS0000SA0
 Not Seasonally Adjusted
 Area: U.S. city average
 Item: All items
 Base Period: 1982-84=100

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual	HALF1	HALF2
1984	101.9	102.4	102.6	103.1	103.4	103.7	104.1	104.5	105.0	105.3	105.3	103.9	102.9	104.9	
1985	105.5	106.0	106.4	106.9	107.3	107.6	107.8	108.0	108.3	108.7	109.0	109.3	107.6	106.6	108.5
1986	109.6	109.3	108.8	108.6	108.9	109.5	109.5	109.7	110.2	110.3	110.4	110.5	109.6	109.1	110.1
1987	111.2	111.6	112.1	112.7	113.1	113.5	113.8	114.4	115.0	115.3	115.4	115.4	113.6	112.4	114.9
1988	115.7	116.0	116.5	117.1	117.5	118.0	118.5	119.0	119.8	120.2	120.3	120.5	118.3	116.8	119.7
1989	121.1	121.6	122.3	123.1	123.8	124.1	124.4	124.6	125.0	125.6	125.9	126.1	124.0	122.7	125.3
1990	127.4	128.0	128.7	128.9	129.2	129.9	130.4	131.6	132.7	133.5	133.8	133.8	130.7	128.7	132.6
1991	134.6	134.8	135.0	135.2	135.6	136.0	136.2	136.6	137.2	137.4	137.8	137.9	136.2	135.2	137.2
1992	138.1	138.6	139.3	139.5	139.7	140.2	140.5	140.9	141.3	141.8	142.0	141.9	140.3	139.2	141.4
1993	142.6	143.1	143.6	144.0	144.2	144.4	144.4	144.8	145.1	145.7	145.8	145.8	144.5	143.7	145.3
1994	146.2	146.7	147.2	147.4	147.5	148.0	148.4	149.0	149.4	149.5	149.7	149.7	148.2	147.2	149.3
1995	150.3	150.9	151.4	151.9	152.2	152.5	152.5	152.9	153.2	153.7	153.6	153.5	152.4	151.5	153.2
1996	154.4	154.9	155.7	156.3	156.6	156.7	157.0	157.3	157.8	158.3	158.6	158.6	156.9	155.8	157.9
1997	159.1	159.6	160.0	160.2	160.1	160.3	160.5	160.8	161.2	161.6	161.5	161.3	160.5	159.9	161.2
1998	161.6	161.9	162.2	162.5	162.8	163.0	163.2	163.4	163.6	164.0	164.0	163.9	163.0	162.3	163.7
1999	164.3	164.5	165.0	166.2	166.2	166.2	166.7	167.1	167.9	168.2	168.3	168.3	166.6	165.4	167.8
2000	168.8	169.8	171.2	171.3	171.5	172.4	172.8	172.8	173.7	174.0	174.1	174.0	172.2	170.8	173.6
2001	175.1	175.8	176.2	176.9	177.7	178.0	177.5	177.5	178.3	177.7	177.4	176.7	177.1	176.6	177.5
2002	177.1	177.8	178.8	179.8	179.8	179.9	180.1	180.7	181.0	181.3	181.3	180.9	179.9	178.9	180.9
2003	181.7	183.1	184.2	183.8	183.5	183.7	183.9	184.6	185.2	185.0	184.5	184.3	184.0	183.3	184.6
2004	185.2	186.2	187.4	188.0	189.1	189.7	189.4	189.5	189.9	190.9	191.0	190.3	188.9	187.6	190.2
2005	190.7	191.8	193.3	194.6	194.4	194.5	195.4	196.4	198.8	199.2	197.6	196.8	195.3	193.2	197.4
2006	198.3	198.7	199.8	201.5	202.5	202.9	203.5	203.9	202.9	201.8	201.5	201.8	201.6	200.6	202.6
2007	202.416	203.499	205.352	206.686	207.949	208.352	208.299	207.917	208.490	208.936	210.177	210.036	207.342	205.709	208.976
2008	211.080	211.693	213.528	214.823	216.632	218.815	219.964	219.086	218.783	216.573	212.425	210.228	215.303	214.429	216.177
2009	211.143	212.193	212.709	213.240	213.856	215.693	215.351	215.834	215.969	216.177	216.330			213.139	

Motor Vehicle Body Work



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Consumer Price Index - All Urban Consumers

Series Id: CUUR0000SE1D01
 Not Seasonally Adjusted
 Area: U.S. city average
 Item: Motor vehicle body work
 Base Period: 1982-84=100

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual	HALF1	HALF2
1984	102.9	102.9	103.2	103.6	104.2	104.3	104.5	104.9	105.6	106.2	106.3	106.5	104.6		
1985	106.9	107.8	107.8	107.7	108.0	108.5	108.9	109.2	109.7	110.0	110.3	110.3	108.8		
1986	110.5	109.7	110.2	111.3	112.3	112.3	112.6	112.9	112.4	112.6	114.2	114.4	112.1		
1987	113.7	114.3	116.2	116.3	116.6	116.5	116.8	117.8	118.1	119.1	120.6	120.7	117.2		
1988	119.9	120.5	121.8	123.1	122.9	123.8	124.2	123.8	124.3	124.3	125.6	126.3	123.4		
1989	127.2	127.8	128.8	128.7	130.1	130.2	130.6	131.1	132.4	133.0	132.7	133.9	130.5		
1990	133.8	131.6	134.1	135.3	135.1	135.6	136.7	136.7	137.5	137.7	138.1	138.5	135.9		
1991	137.9	137.8	139.3	139.5	140.1	140.6	140.5	141.0	141.4	141.6	141.8	141.9	140.3		
1992	142.4	142.4	142.5	142.6	142.7	143.1	144.2	144.3	144.7	145.5	145.8	145.8	143.8		
1993	145.6	146.2	146.8	147.2	147.1	147.3	147.9	148.3	149.0	149.5	149.8	150.0	147.9		
1994	150.5	151.2	151.8	152.6	153.4	153.1	153.9	154.8	155.0	155.2	155.5	155.7	153.6		
1995	155.9	156.5	157.4	157.6	158.6	158.8	159.1	159.6	159.9	160.9	161.3	161.2	158.9		
1996	161.9	162.9	163.5	164.6	166.3	166.7	166.8	167.0	167.9	168.3	167.9	168.6	166.0		
1997	169.2	170.0	170.4	171.3	172.2	173.0	173.7	173.8	174.2	175.0	175.4	176.2	172.9		
1998	176.5	178.1	178.6	179.7	180.2	179.5	179.2	179.2	180.2	180.0	180.9	181.5	179.5		
1999	182.3	181.0	180.9	181.7	180.9	180.8	182.1	183.0	182.4	183.0	184.2	184.2	182.2		
2000	184.0	184.3	185.7	186.2	186.7	187.0	187.5	188.8	190.1	190.9	191.1	191.1	187.8		
2001	191.9	192.1	192.0	192.6	194.0	194.9	194.9	195.6	197.3	197.9	197.4	197.6	194.9		
2002	197.5	197.3	198.1	198.1	198.2	199.3	200.4	200.9	201.2	201.2	201.8	201.2	199.6		
2003	201.0	201.7	202.4	202.4	202.5	202.9	203.3	203.5	203.2	203.6	203.8	205.0	202.9		
2004	205.0	205.4	206.3	207.2	208.2	207.9	208.2	208.7	210.0	210.7	210.8	210.5	208.2		
2005	210.2	210.4	211.1	212.6	213.7	214.4	215.3	215.9	218.3	218.7	219.3	220.5	215.0		
2006	221.0	223.0	223.4	222.6	223.4	224.2	225.1	225.7	226.6	226.6	227.5	228.1	224.8		
2007	229.720	230.738	231.084	231.234	231.056	231.143	231.378	231.940	232.569	234.548	235.351	236.039	232.233		
2008	236.594	236.189	236.368	236.389	237.076	237.959	238.492	240.521	242.432	244.508	244.895	245.361	239.732		
2009	246.280	245.643	246.663	247.904	248.401	248.607	249.017	248.751	249.969	249.559	250.770				

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Motor Vehicle Insurance



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Data extracted on: January 5, 2010 (11:31:44 AM)

Consumer Price Index - All Urban Consumers

Series Id: CUUR0000SETE
 Not Seasonally Adjusted
 Area: U.S. city average
 Item: Motor vehicle insurance
 Base Period: 1982-84=100

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual	HALF1	HALF2
1984	105.7	106.0	106.9	106.7	107.3	107.5	107.7	107.8	108.4	110.2	111.4	112.7	108.2		
1985	114.4	114.8	115.5	116.7	117.5	118.1	119.0	120.0	120.5	122.8	124.9	126.3	119.2		
1986	128.6	129.8	131.4	132.4	132.9	134.6	135.8	136.0	136.9	139.9	141.0	141.2	135.0		
1987	142.5	142.9	143.9	144.8	145.0	145.9	146.7	147.4	147.8	148.9	149.6	149.4	146.2		
1988	151.6	152.3	152.6	153.6	154.8	156.1	156.9	158.1	158.4	160.6	162.1	162.0	156.6		
1989	162.8	163.2	163.3	164.3	165.4	166.4	166.8	167.0	167.4	169.4	171.1	171.5	166.6		
1990	173.3	174.4	175.0	175.4	176.4	176.9	176.9	177.6	178.6	181.8	183.7	184.4	177.9		
1991	185.4	186.5	187.4	187.5	188.4	189.6	191.6	193.3	193.6	197.0	198.8	199.1	191.5		
1992	200.8	201.8	203.0	204.1	204.6	204.3	204.6	204.9	205.0	209.3	211.1	212.2	205.5		
1993	213.2	213.7	213.8	213.8	214.8	215.3	216.0	217.4	217.2	220.1	222.1	222.8	216.7		
1994	223.3	223.0	223.0	223.0	223.3	223.4	223.2	223.6	223.9	227.6	230.0	230.4	224.8		
1995	230.9	231.3	231.4	232.2	232.8	233.0	233.5	233.8	234.5	238.2	239.7	240.2	234.3		
1996	241.0	240.9	240.7	241.5	242.5	242.5	243.1	243.7	244.0	247.6	249.4	249.3	243.9		
1997	249.5	249.9	250.2	250.4	251.0	250.6	250.6	251.0	251.6	253.9	255.2	255.3	251.6		
1998	256.1	255.3	255.2	255.0	255.1	254.5	253.3	252.3	251.0	254.0	255.1	254.5	254.3		
1999	254.5	254.4	254.5	253.3	253.1	252.9	252.9	252.7	252.3	254.0	255.6	255.8	253.8		
2000	255.6	255.9	256.0	256.1	256.5	255.8	255.4	255.6	255.6	257.7	260.0	260.5	256.7		
2001	261.3	263.3	263.7	264.4	265.1	266.2	267.3	268.0	268.5	272.3	278.2	279.4	268.1		
2002	280.5	283.6	285.5	286.9	288.2	289.4	292.0	292.6	294.1	298.2	303.4	304.6	291.6		
2003	306.5	309.1	310.9	313.9	314.9	315.2	315.2	314.8	315.7	319.8	318.9	318.4	314.4		
2004	318.7	320.2	320.8	320.9	322.1	322.9	323.2	322.6	322.8	326.1	328.7	329.3	323.2		
2005	329.9	330.8	330.1	329.8	329.5	329.7	329.5	329.1	327.1	328.4	331.8	332.5	329.9		
2006	331.9	331.7	331.3	330.8	331.0	330.2	329.8	329.7	330.6	333.6	335.5	335.2	331.8		
2007	334.478	334.232	332.864	332.073	330.113	331.086	331.607	331.837	332.303	333.914	336.295	336.915	333.143		
2008	337.639	337.978	337.290	337.817	338.561	339.664	340.396	341.864	342.528	345.138	349.050	350.308	341.519		
2009	351.215	352.538	351.982	353.563	354.171	355.721	356.166	357.780	358.039	361.102	364.894				

Internet



ACEA

16.02.2005

Eurotax price survey January 2005

A comprehensive survey carried out by Eurotax Glass's in January 2005 demonstrates that prices of automotive spare parts are on average 7.3% higher in countries without design protection than in countries with design protection.

Scope and methodology of the survey

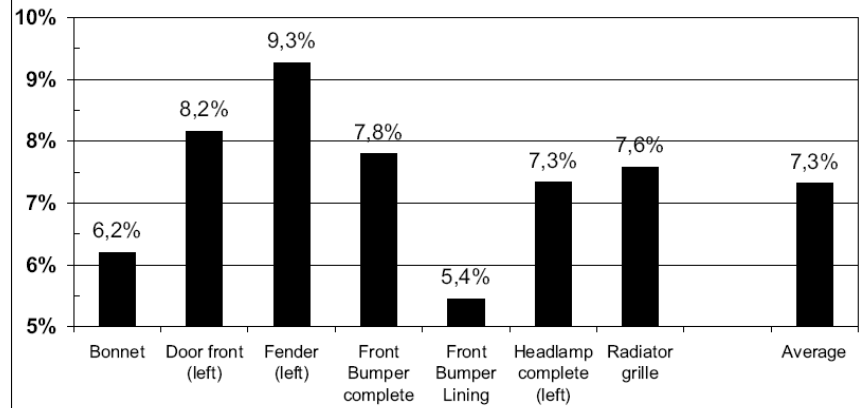
- **Parts:** 6 of the most relevant design parts (bonnet, bumper, fender, door, radiator grille, headlamp)
- **Models:** 73 models covering all major segments
- **Prices:** 4,898 retail prices exclusive of VAT applicable in 2003-2004
- **Countries:** 10 EU Member States, of which five with design protection (Austria, France, Germany, Poland, Portugal) and five without design protection (Hungary, Italy, The Netherlands, Spain, UK).
- **Methodology:** Calculation of average price for each part type in each country followed by calculation of average country price for all part types combined. Subsequently, comparison of average country price with overall average price for the ten countries concerned.

Results

- On average, prices in countries without design protection are 7.3% higher than prices in countries with design protection. The results are similar for all part types, with average price differentials ranging from 5.4% for the bumper lining to 9.3% for the fender.

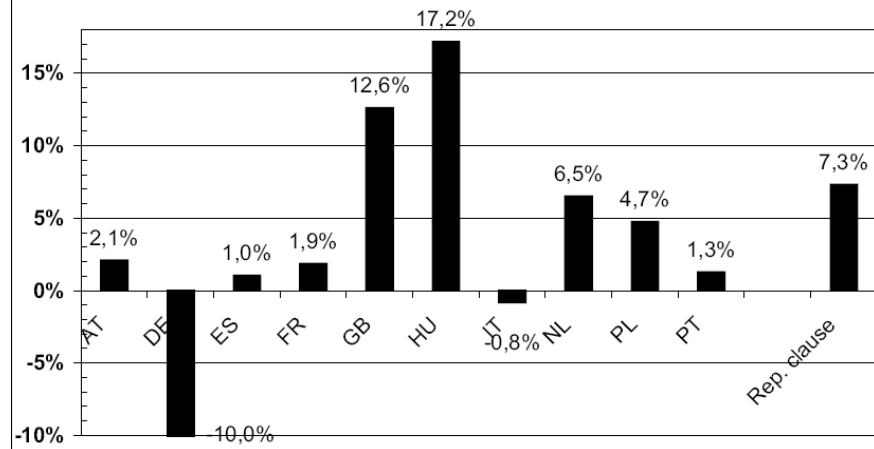


Price in *liberalised* countries versus price in protected countries per part type



- Germany, a country with design protection is the cheapest market, with prices 10% below average. Hungary and the UK, two countries without design protection, have the highest prices, respectively 17% and 13% above average.

Average retail price per country



- This totally contradicts the allegation made in the European Commission's impact assessment that design protection would render spare parts more expensive.