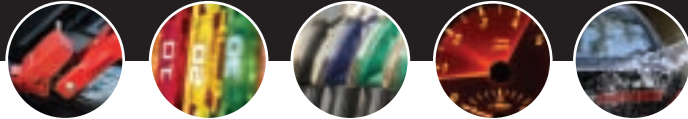


## ABOUT THE NPD GROUP, INC.

The NPD Group is the leading provider of reliable and comprehensive consumer and retail information for a wide range of industries. Today, more than 1,600 manufacturers, retailers, and service companies rely on NPD to help them drive critical business decisions at the global, national, and local market levels. NPD helps our clients to identify new business opportunities and guide product development, marketing, sales, merchandising, and other functions. Information is available for the following industry sectors: automotive, beauty, consumer technology, entertainment, fashion, food and beverage, foodservice, home, software, sports, technology distribution channel, toys, and wireless. For more information, visit [www.npd.com](http://www.npd.com).

# Aftermarket Industry Monitor



*Reliable, consistent point-of-sale information for the automotive aftermarket*

Aftermarket Industry Monitor® (AAIM) provides the most comprehensive point-of-sale (POS) tracking information for the automotive aftermarket, covering retail and commercial sales. Industry leaders rely on AAIM to understand their customers and their markets, to drive critical business decisions at the national, local, and account levels.

POS data comes to NPD from 10 specialty retailers and wholesale distributors – accounting for more than 17,000 stores. Store-by-store data is provided weekly and reported monthly. AAIM sales data covers the 48 contiguous United States, with regional breakouts for the Northeast, Great Lakes, Plains, Southeast, Mid South, South Central, and West.

## Retailers included:

- Advance Auto Parts
- AutoZone
- CARQUEST
- CSK Auto
- Murray's Discount Auto Stores
- NAPA
- Aftermarket Auto Parts Alliance
- O'Reilly Auto Parts
- PepBoys
- Strauss Discount Auto

## National & Regional Tracking

AAIM offers POS tracking at national and regional levels to deliver insights on product movement and consumer trends for strategic planning, category management, and scorecarding, helping our clients to:

- Highlight emerging trends and high-potential segments
- Identify new business and product development opportunities
- Benchmark brand and product performance
- Understand the relationship between sales performance and pricing

### Market Level and Custom Market Tracking

- Understand category and brand performance across key markets and identify opportunity areas
- Identify and leverage seasonal and geographic variances by market to increase revenues and profits
- Gauge product adoption and sales performance by retailers in a given market via distribution measures

### Account Level Reporting

- Build stronger, more collaborative relationships between retailers and manufacturers, and bring fact-based decisions to the category management process
- Identify opportunities, assess performance, adjust merchandise assortments, and make add/delete decisions to help drive greater profitability

### Non-Application and Light Application Categories

- Appearance Chemicals
- Accessories
- Batteries
- Body Repair
- Electrical
- Filters
- Greases & Lubes
- Hardware
- Hand Tools
- Lighting
- Motor Oil
- Performance Chemicals
- Spark Plugs
- Wipers

### Application Categories

- Brakes
- Climate Control
- Cooling
- Fuel Systems
- Gaskets
- Ignition
- Rotating Electrical
- Steering
- Suspension
- and more...

### Industry Expertise

The NPD Group is recognized as the premium provider of market information in the automotive aftermarket, petroleum marketing, and convenience retailing industries. Our diverse portfolio of services includes consumer research and retail point-of-sale (POS) tracking to help manufacturers and retailers make better, more informed decisions. With more than 40 years of experience in these industries, NPD is uniquely qualified to help marketers apply information to address key business issues. NPD automotive products and services are available in the U.S. and Canada.

### Learn More

For more information, contact Charlie Camaroto at 866-444-1411 or e-mail [contactnpd@npd.com](mailto:contactnpd@npd.com).

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*Behind Every Business Decision*