

Reman Engines: The Consumer's Perspective

OVERVIEW

In December 2003, the Automotive Aftermarket Industry Association (AAIA) and its Engine Repower Council (ERC) commissioned a survey of U.S. motorists to assess the current market for remanufactured engines. The survey was conducted on AAIA's behalf by Wade&Partners.

The mission of the ERC is to increase sales of rebuilt and remanufactured engines through various consumer PR campaigns and installer promotional marketing initiatives.

The goal of the ERC consumer survey was to measure perceptions of engine repowering by the general consumer. The survey attempts to determine consumers' awareness and perceptions of engine repowering, as well as their willingness to consider repowering as an option. The survey also aimed to uncover how familiar consumers are with the concepts of rebuilt, remanufactured and used automotive engines.