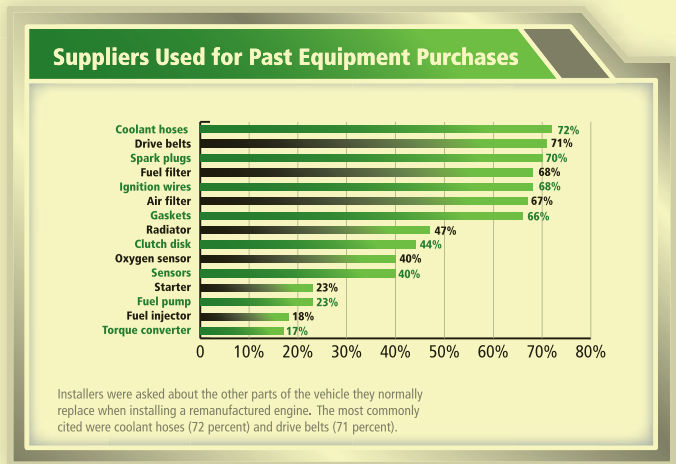
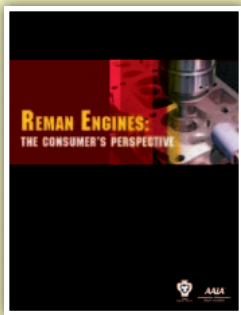


# Two New AAIA Reports Offer Insight Into The Engine Remanufacturing Market



**AAIA** recently released two studies that offer detailed looks into the remanufactured engines market. *Reman Engines: The Installer's Perspective* provides installers' views on selling remanufactured engines including what they see as important considerations to their customers. *Reman Engines: The Consumer's Perspective* assesses consumers' awareness and perceptions of engine repowering as well as their willingness to consider repowering as an option for their vehicles.

*Reman Engines: The Installer's Perspective* reports that installing a remanufactured engine presents an excellent opportunity to sell additional parts. Repair shops responding to the

survey indicated that when an engine is replaced, a number of other engine-related parts are often replaced as well. Respondents indicated that the most common additional parts replaced during engine installation are coolant hoses (72 percent), drive belts (71 percent) and spark plugs (70 percent).

In its assessment of consumers' attitudes and perceptions, *Reman Engines: The Consumer's Perspective* asked consumers what actions they would consider in the event of engine failure. More than half of the respondents (51 percent) indicated that they would have their engine replaced with a rebuilt or remanufactured engine and more than one-third (39 percent) responded

that they would have their engine rebuilt. Of those consumers who have already had their engine repowered, the majority (80 percent) were either satisfied or completely satisfied with their experience.

Conducted for the Engine Repower Council segment of AAIA by the association's market research department, *Reman Engines: The Installer's Perspective* and *Reman Engines: The Consumer's Perspective* are each available to AAIA members for \$195 and non-members for \$395. For more information about these studies, go to [www.aftermarket.org](http://www.aftermarket.org) or call 301-654-6664. ■