

# Survey of Major Yellow Pages Advertisers \*

## Automobile Parts & Supplies - New \*\*

### Comparative Ad Analysis for \_\_\_\_\_

<b>Primary Products &amp; Services Offered:</b>	For Any Car/Van/Truck/SUV Foreign/Domes/Ret'l/Wholesale Computerized Parts Locating Installation Service Available Used & Rebuilt Parts Standard/High Perform./Racing Engines/Parts - Carburetors, etc. Exhaust Sys'ts - Mufflers, etc. Transmissions - New/Rebuilt Clutches/Brakes/Shocks/Struts Electrical - Starters, Batteries, Alternators, Plugs, Points, etc. Radiators/Cores/Hoses <b>DETAILED PARTS LISTS</b> Fuel Injection Parts Suspensions/Rebuilt Axles Nylon Replacement Fuel Lines	Wheels/Tires/Wheel Covers Wire & Mag Wheels/Packages Heaters/Air Conditioners Fuel Pumps/Modules Pre-Emission Engine Tests Distributors/Rotors/Fittings Steering – Rack & Pinion Sun Roofs/Roll Bars Auto Glass/Windshields/Mirrors Dash Gauges & Controls Body Parts - Fenders, Hoods, etc. Fiberglass/Metal/Plastic 4x4 Parts/Alignments Belts/Filters/Lights/Chemicals Complete Remanufactured Line Master Cylinders/Calipers Tune-Up Kits	Water Pumps/Hydraulic Hoses/DIY Manuals Auto Alarms/Mechanic's Tools/Auto Paints Fuel Economy Parts/Diesel/Marine Parts for RVs, Motorcycles, ATVs, etc. Cruise Control/Catalytic Converters Body Shop Supplies/Upholstery Seat & Car Covers/Floor Mats Air Bags & Other Safety Equipment Automotive Paints/Finishes Machine Shop Service/Alignment Custom Accessories/Speed Equipment Flywheel Resurfacing / Parts Recycling Svc Auto Repairs/Restoration (Details) Tire Mounting & Balancing/Chains Bedliners/Luggage Racks/Ski Racks <b>SOME CAR BRANDS EMPHASIZED</b>
<b>Key Brand Names:</b>	AC-Delco    Bendix    Champion Airtex      BorgWarner    Cordovan Amalie      Bosch      DuPont Autolite    Brembo     Fram Beck/Arnley    Castrol    Gabriel	Kendall Koni Moog KYBNason Lifetime Monroe	NAPA      TRW              Valvoline Precision    Var. Car Brands:    Wix,..ETC. Purolator    Volvo, Ford, Quaker State    GM, Porsche, Trico            BMW, etc
<b>Confidence Factors:</b>	Years in Business ASE Certified Personnel Guarantees/Warranties <b>NO. OF PARTS IN STOCK</b> 24-Hour Towing Service	State Inspection Service/AAA Experienced/Trained Personnel "If We Don't Have It, We Get It" Hard-To-Find Parts No. of Locations (Chain)	Do It Yourself Advice/HDA Parts Network Complete Stock/Large Inventory Family Owned & Operated/Recyclers Genuine Factory Parts/Brands Listed / OEM Specialization - e.g., Brakes, Asian Parts
<b>Convenience Factors</b>	Days/Hours Open – 6/7 Days 365 Days a Year / Credit Cards Evening Hours/Parking Location Data/Map Toll-Free/Fax Number	<b>Online Ordering</b> Quick Parts Locator / Ship UPS Phone Service/Export Service Free Towing (Wrecks) Web Site/E-Mail Address	One-Day/Fast Service/Delivery to Resellers Computer Access - Multiple. Warehouses <b>Invitation/Inducement to Visit Website</b> Multi-Locations/Areas Served/Large Display Aftermarket Catalog/Tools Loaned
<b>Special Services or Extras:</b>	Buy Late Model Cars Evaporators - Oil Coolers Foreign Language(s) "Hoses Made While You Wait" Bug Deflectors/PBE Supplies	Drums/Discs/Rotors Turned Free Electrical & Battery Testing Trade-Ins (Old Parts) Lift Kits / Dune Buggy Parts Discount/Factory Direct Prices	Buy Junk Cars/Auto Wrecking Remanufactured Engines/Rebuilt Axles Tool Rentals/Winches, Plows, etc. Marine Parts & Equipment/Gas Shocks Cellular Phones/Radios/Stereos
<b>Typical Related Headings:</b>	Auto Parts & Supplies - Used Auto Radios & Stereos	Auto Parts - Wholesale & Mfrs. Auto Repair & Service	<b>** OFTEN COMBINED WITH "AUTO PARTS - USED &amp; REBUILT"</b>