

Survey of Major Yellow Pages Advertisers *

Automobile Parts - Used & Rebuilt (Recyclers/Dismantelers)

Comparative Ad Analysis for _____

Primary Products & Services Offered:	Used & Rebuilt Auto & Truck Parts – Wholesale/Retail Foreign & Domestic Buy Used Parts/Cars/Wrecks Computerized Inventory Syst. Cars/Trucks/Vans/SUVs/RVs New & Late Model Parts Installation/Repairs Motors/Engines/Carburetors Transmissions/Clutches Towing Service/Salvage Machine Shop Service Insurance Work Parts Locator (Computerized) Drivelines/Air Bags Buy or Trade–Running or Not Glass Installation	Belts/Hoses/Gaskets/Fittings Pumps - Fuel/Water Brakes/Drums/Rotors Off-Road Vehicles Radios/Stereos/Radiators/Heaters Wheels/Covers/Hub Caps Glass - Windows/Mirrors Tools/All Accessories Seats & Interior Parts Air Conditioners/Filters Smog Equipment - Emission Sys. Mechanical Repairs (Details) High Performance Parts Frame Straightening “Brain Boxes” (Auto Computers) Specialty in Japanese Parts	Drive Shafts/Rear Ends/Quarter Panels Axles/Transaxles/Front Ends Differential/CV Joints Electrical - Voltage Regulators, Starters, Generators, Batteries, Alternators Auto Body Repair 4-Wheel/Front Wheel Drive Exhaust Sys/Shocks/Springs/Suspensions Buy/Sell Rebuildable Cars Buy Salvage Cars/Buy Truck Wrecks Fuel Injection/Diesel Engines Rack & Pinion/Cylinder Heads BODY PARTS LISTED – Doors, Hoods, Fenders, Bumpers, Grilles, etc. PARTS & ACCESSORIES LISTED Hard-to-Find Parts
Key Brand Names:	Specific Auto Makes - e.g., Ford, VW, GM, Toyota, etc. Exotic Makes - e.g., Rolls, MG, Maserati, etc.	API Beck/Arnley Borg/Warner Bosch	Delco Fram Monroe Motorcraft Mr. Gasket NAPA Republic
Confidence Factors:	Years in Business "Accurate Descriptions" Guarantees/Warranties Top Cash For Cars, Vans, etc. Family Owned & Operated Nat'l Satellite Parts Locator	Hotline Network - Local, Regional, or Nationwide Trained Personnel Brand Name List / Specialties All Makes & Models OEM Quality/Certified Recycler	Clean & Tested Parts/Daily Shipments Specialization - Crack Repairs, Body Parts, Radiators, Late Models, etc. “Guaranteed Fit & Performance” DMV Registration Number / ASE Certified No.of Parts or Cars In Stock/Size of Lot
Convenience Factors	Days/Hours Open Open 6/7 Days a Week Credit Cards / Indoor Facility 24-Hour Towing Toll-Free/Fax/Pager Number	(Free) Delivery Available (Areas) Free Towing/Pick-Up - Junk Cars Free Parts Locating Service Personal Checks/Telecheck Online Parts Inventory Display	Storage Available/"We Ship Anywhere" Website/E-Mail Address / After-Hours No. "Rebuildables Arriving Weekly" Location Data/Map / Parts Pulled & Ready Invitation/Inducement to Visit Website
Special Services or Extras:	"U-Pull-It, And Save" ECM Computers Foreign Language(s) Spoken Commercial Accounts Welcome Cars Bought & Sold - Wrecks	Emphasis on Low Prices No. of Vehicles in Stock Sr. Citizen Discounts Glass Installed Victor Welding Products	"Pull Parts Yourself & Save \$" Flat Bed Service/Racing Equipment Engine Rebuilding "We Rebuild Your Steering Column" (Theft)
Typical Related Headings:	Auto Parts & Supplies - New Towing Service	Automobile Wrecking Auto Parts – Body	Auto Parts & Supplies – Wholesale & Mfrs Auto Repair & Service