

# Survey of Major Yellow Pages Advertisers \*

## Automobile Wrecking (Auto Recyclers/Dismantlers)

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

<b>Primary Products &amp; Services Offered:</b>	Auto Wrecking & Dismantling Buy/Sell Wrecks - Wholes./Ret. Autos/Trucks/Vans/4x4s/Axles Auto Recycling / Used Cars Used Auto Parts (Late Model) Rebuilt Auto Parts/Engines Foreign & Domestic Parts Installation Available Auto Body Parts - Bumpers, Hoods, Fenders, Doors, etc. Body Shop/Glass Shop Emphasis on 24 Hours/7 Days Nationwide Comp. Parts Locator Late Model Wrecks Bought Computerized Inventory Auto Electronics/Computers	Drive Shafts/Transmissions Rear Ends/Front Ends Starters/Batteries/Lights Alternators/Generators Brake Drums/Rotors/Clutches Auto Glass/Windshields Front-End Assemblies/Universals Carburetors/Diesel Engines Tires/Wheels/Hubs/Covers/Bezels <b>HARD TO FIND PARTS</b> Truck Parts/Mini Trucks Engine Parts - Heads, Carbs, etc. Lockout Service/Machine Shop Towing/Flatbed Service Fuel Injectors/Turbo	Do-It-Yourself – Bring Tools, etc. Steering Systems (Repaired/Rebuilt) Seats, Interior Parts & Accessories Brakes & Suspension / 4x4/ Front Wheel Dr. Electrical Parts - Door Motors, Generators, Condensers, Switches, etc. Low Mileage Engines / Buy Trucks Drive Train Service/Rebuilt Cylinder Heads Radiators - Repaired & Recored Differentials/Leaf Springs Fuel Tanks/Heaters/Air Conditioners New Aftermarket Parts/Minivan Parts <b>ILLUSTRATIONS / PARTS LISTS</b> Towing Service (Damage-Free) Rebuilt Cylinder Heads
<b>Key Brand Names:</b>	Audi            Ford BMW            Honda Cadillac        Infiniti Chevrolet      Isuzu Dodge          Jaguar	Jeep Land Rover Lincoln Mazda Mercedes	Mitsubishi Nissan Pontiac Porsche Saab  Subaru Toyota Volkswagon Volvo    ETC.
<b>Confidence Factors:</b>	Yrs in Business/DMV Number Guarantees/Warranties Brand Name Specialization Trade Associations - i.e., Auto Recyclers Assoc.	Specialization - Japanese Cars, European, etc. Hotline Parts Network Certif. Mechanics/Rust-Free Parts Same Location for ___ Years	<b>TOP DOLLAR, FAST CASH, etc.</b> AAA Affiliation/Other Clubs Inventory Size - 6 Acres of Cars, One Million Parts, etc. Parts From (Year) to (Year) / OEM Quality
<b>Convenience Factors:</b>	Hours/Days/Open Saturdays “We Do DMV Paperwork” Location Data/Maps Credit Cards/Checks Welcome Toll-Free/Fax Number	Computerized Inventory Free (Shop) Delivery/Pick & Pull Same Day Pick-Up/Phone Quotes 24/7 Towing & Service Website/E-Mail Address	Free Wreck Removal / Hotline Service <b>Live Inventory on Web</b> Area(s) Served/Extended Summer Hours <b>Invitation/Inducement to Visit Website</b> (Free) Locating Service / Ship Anywhere
<b>Special Services or Extras:</b>	Buy Cars “Running or Not” High Performance Parts Restoration Facility / ATM General Auto Repairs (List) "Our Own Crushing Plant"	Heavy Duty Towing Recovery Service (Crane) Foreign Language(s) Foreign Language Ad Copy Insurance Appraisals	Constant Velocity Drive Shafts Antique Car Parts/Step-Down Bumpers Motorcycle Parts/Low Prices on Parts
<b>Typical Related Headings:</b>	Auto Parts & Supplies - Used Automobile Repair & Service	Junk Dealers Towing Service	Auto Dealers – Used Cars

\* A National Survey of Major Yellow Pages Directories in Calif., Col., Ga., Ill., NY, Penn., Texas., etc.  
© 1987-2003, 2004 by Norbert J. Kuk & Associates. All rights reserved. (#2)

# Survey of Major Yellow Pages Advertisers \*