

# Acknowledgements

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# Introduction

The purpose of this research is to define and explore the key factors influencing the buying decisions of professionals who utilized shop tools and equipment for automotive repairs. It is intended to collect and benchmark data on tools and equipment purchasing decisions made by those who use them in their repair shops. The report contains an analysis of the major factors driving the purchasing decisions by those who use tools and equipment in their shops. Key influential factors for tools include warranty, recommendations by other technicians and brand preference.

This report intends to help buyers make informed and strategic decisions when buying products.

According to Lang Marketing Resources, Inc., in 2017, Do-It-Yourself (DIY), consumers and professional repair shops purchased \$6 billion in tools and \$4.7 billion-worth of equipment. Furthermore, in a five-year period from 2012 to 2017, tool and equipment sales both experienced annual growth rates of 3.8 percent.

The *Purchasing Trends Study - Tools and Equipment 2018* is a survey-based research

publication directed by the Auto Care Association's Tool and Equipment Committee. This publication concludes that repair shops' tool purchasing decisions remain largely driven by the desire for warranty first, then by recommendations of other technicians and strong brand name following close behind. In 2017, (and for the fifth year in a row), the mobile tool vendor was the supplier most frequently used for tool purchases. The full line parts jobber and internet sellers, along with manufacturers were the next most frequently used suppliers.