

Component Snapshot: Water Pumps

Analysis: The WD Direct channel appears to be losing ground as a favored source of water pumps among technicians. Jobbers remain the most popular source for water pumps, but expeditors appear to be enjoying greater acceptance.

According to the PARTS research, an average repair shop's

branding and sourcing decisions can be heavily dependent upon a technician's loyalty to a particular brand, as well as the recommendation of a trusted counter professional.

Because brand is so important within this category, price is slowly becoming less of a factor for technicians. They know the brands they prefer and are often willing to pay for them.

By the Numbers

Average number of jobs per month a shop requires this part:

4

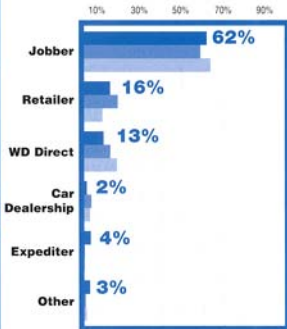
Percent of shops that stock this part:

17%

Average number of sources:

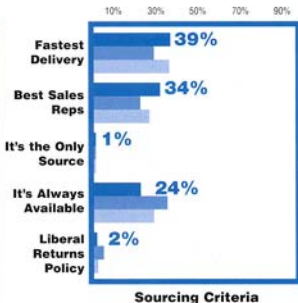
2.6

Who is a shop's primary source?



Source Selection

Why is that primary source a shop's first call?



Sourcing Criteria

Key

2005 Results 2004 Results 2003 Results

Source: Babcox Research & Counterman PARTS Professional Automotive Repair Technology Survey

Note: data for each year is not available for all categories