



USA Panorama Aftersales Data – PAD™



A massive Automotive aftermarket
284 millions light duty vehicles average age of 12,5 years
290 thousands+ repair outlets



Panorama Aftersales Data program

Drivers survey



12,000
drivers

Drivers Survey Report



- ✓ Extensive analysis of the driven parc
- ✓ Drivers' behavior regarding the maintenance of their vehicle
- ✓ Analysis of the workshops entries and analysis of the channels
- ✓ Identification and analysis of the repair and maintenance markets

Channel Survey Report



- ✓ Profile of the different repairers/parts resellers
- ✓ Commercial organization
- ✓ Logistics and purchasing
- ✓ Behaviors and requirements

Product Marketing Cards



- ✓ Key data of about 30 products and operations
- ✓ Operation rate, channel share, DIY vs DIFM etc.

Extr@net Service



- ✓ Access to GiPA's Extr@net : explore the data of the surveys using any connected device
- ✓ Accessible 24/7, 365 days per year

Tailored Service



- ✓ 1:1 Presentation of the report.
- ✓ Possibility to add personalized days of service from 1st January to 31st December (not included).

Channels survey



500
workshops

Timeline

	USA
Driver survey global report	End of July
Automated 4/5 Belts reports and 4 largest states	End of August
Lubricant / Tire monograph	End of July
Automated largest car makes	End of Sept.

	USA
Channel survey global report	End of Nov.

Panorama Aftersales Data – PAD™ USA



GiPA dynamic

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Thank you.



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