



IHS AUTOMOTIVE

# Commercial Aftermarket Part Demand Modules

## Helps you address:

- Strategic Marketing
- Market Segmentation
- Inventory Management
- Site Selection
- Direct Mail/Prospecting

## Gain a New Perspective on the Commercial Aftermarket

IHS Automotive is your source to find new sales and service opportunities. Our fact-based parts consumption models offer a more accurate picture of overall demand by location and specific categories of parts. Learn:

- What is selling and where?
- Who is buying?
- How large is the demand?

### Use this information to:

- Accurately analyze component demand
- Plan your inventory and sales strategy
- Identify new market opportunities
- Take advantage of market conditions
- Stay ahead of your competition
- Identify share

## The Most Current and Complete Information

Updated quarterly with the most accurate market information, this is your source for factbased information about aftermarket demand for mid-range, medium-duty and heavy-duty trucks and buses. Accessible via IHS Automotive's exclusive web-based system, or in report form on a subscription basis, this powerful information is available by:

### Geography:

- U.S./State/County/ZIP Code
- Your Specific Geography
- Designated Market Area (DMA®)\*

### Vehicle Detail:

- Year Model
- Cab Configuration
- Company/Make/Series/Model
- Engine Manufacturer/Engine Model
- Vehicle Type
- GVW

### Fleet Type Detail:

- Carrier Type
- Fleet Size
- Vocation

## Accurately Measure Demand for:

### Tires (Vehicles/Trailers):

- Size, Type (New/Retread)

### Brakes:

- Size, Systems, New/Remanufactured, Major Components (29 parts)

### Engine Oil:

- Engine Size, Type (gasoline, diesel, alternative fuel)

### Diesel Engine Parts

- Turbocharger
- Fuel Pump
- Fuel Injectors
- EGR Valve
- Oil Pump
- ECM
- Water Pump
- Fan Clutch
- Intake/Exhaust Valves
- In-Frame Rebuild Kit\*
  - Cylinder Sleeve/Liner
  - Piston
  - Rings
  - Pin
  - Rod Bearings
  - Main Bearings
  - Upper/Head Gasket
  - Oil Pan Gasket
- Out-of-Frame Overhaul Kit\*\*
  - Cylinder Sleeve/Liner
  - Piston
  - Rings
  - Pin
  - Full Gasket Set (head, lower, front/rear crankshafts)
  - Rod Bearings
  - Main Bearings

- Replacement Engines
  - New
  - OE Remanufactured
  - Non-OE Remanufactured
  - Used/Salvaged

### Electrical

- Starters
- Alternators
- Batteries
- Belts

### Cooling System

- Radiator hoses
- Thermostat
- Radiator

### Steering System

- Power Steering Gear
- Power Steering Pump
- Tie Rod
- Drag Link

### Suspension

- Shock Absorbers (front/rear)

### Wheel End

- Seals
- Wheel Bearing

### Exhaust

- Exhaust Pipe
- Muffler

### Filters:

- Type (oil, fuel and air)

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#### ABOUT IHS AUTOMOTIVE

IHS Automotive offers clients the most comprehensive content and deepest expertise and insight on the automotive industry available anywhere in the world today. With the addition of IHS Automotive, IHS Automotive now provides expertise and predictive insight across the entire automotive value chain from product inception—across design and production—to the sales and marketing efforts used to maximize potential in the marketplace. No other source provides a more complete picture of the automotive industry. For more information about IHS Automotive, please visit [www.ihs.com/automotive](http://www.ihs.com/automotive) or email [automotive@ihs.com](mailto:automotive@ihs.com).